

Business Information Centre



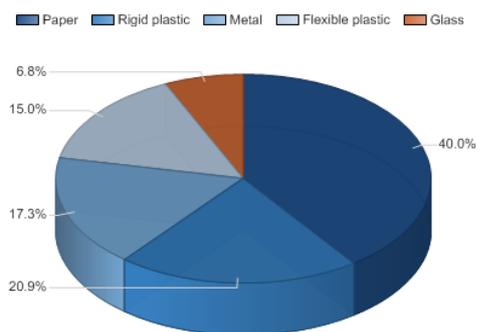
Food Packaging Sector Guide

Market Intelligence: Food Packaging Sector Guide

Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

Global Industry Outlook:

The global containers and packaging market grew by 4.3% in 2014 to reach a value of \$560.3 billion. Of this the food packaging market accounted for \$258 billion.



Paper is the largest segment of the global containers and packaging market, accounting for 40% of the market's total value. In 2019 the global containers and packaging market is forecast to have a volume of 442.1 million tonnes, an increase of nearly 20% from 2014.

Successful companies in the sector tend to find a niche position in the market, choosing to specialise in a particular product or end market, such as food.

Source: Marketline

Trend Analysis:

Easy-open packaging

Manufacturers that are proactive and set themselves apart from the rest through ergonomic design, particularly with older consumers in mind, are likely to win the loyalty of this burgeoning age group, making early investment in inclusive design, particularly openability, of packaging worthwhile.

Minimization of packaging

Smaller is increasingly recognised as desirable with more conveniently sized goods being sought out. This presents opportunities for companies to add this format to their portfolios, given that this type of packaging remains largely unexplored in the food industry.

Brand Intervention

Manufacturers are increasingly expected to take the initiative on big 'responsibility' issues such as health and recyclability. Doing so can secure goodwill for being ahead of the game on doing 'the right thing', giving them an edge over the competition.

Source: Mintel

Selection from current resources

<p>Mintel</p> <p>Recent reports include:</p> <ul style="list-style-type: none"> • Food Packaging Trends UK – January 2016 • Alcoholic Drink Packaging Trends UK – February 2014 • Consumers' Food Safety Concerns UK - May 2015 • Innovations in Beer Ireland - June 2015 	<p>Canadean</p> <p>Recent reports include:</p> <ul style="list-style-type: none"> • Adding Value through Packaging: Alcoholic Beverages – January 2016 • Adding Value through Packaging: Confectionery – October 2015 • Interactive Data: Consumer Perceptions of Packaging Features <p>Packaging Innovations of the Month – recent examples include:</p> <ul style="list-style-type: none"> • The crisps packet that turns into a bowl • Special labels for drinks bottles that turn into a decorative bow
<p>Frost & Sullivan</p> <p>Recent reports on the food packaging industry include:</p> <ul style="list-style-type: none"> • Trends in Western European Bioplastics in Packaging Market – November 2015 • Advances in Flexible Food Packaging – April 2016 • N American Flexible Packaging Coatings for the Food Market – November 2015 • Technology Advances Shaping Future of Food Security – December 2015 	<p>Plimsoll</p> <p>Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market.</p> <p>Industries covered include:</p> <ul style="list-style-type: none"> • Bags, Carriers & Sacks • Bottles & Closures • Boxes & Cartons • Corrugated Board Packaging • Flexible Packaging • Food Packaging • Paper & Board • Plastic Product Manufacturing

UK Company Data:

Colpac is one of the world's leading designers and manufacturers of innovative food cartonboard and hybrid packaging. The company has a worldwide reputation for its design and development of packing which is exported to over 30 countries

The company was established in 1937 and its aim is to combine the latest technology and manufacturing best practices with the ethos of an independently run business.

Source: Mint

International Company Data:

Tetra Laval Group is a privately held group engaged in liquid food processing and packaging business. The group is involved in developing technologies for the production, packaging and distribution of food. It provides a range of processing and packaging equipment for use with an array of products, from dairy products, dry foods, fruit, vegetables and pet food.

The group has operations in Europe, Americas, Asia and Africa region.

Source: Marketline

Specialist Resources:

Pack-Track –by Canadean Intelligence

An interactive database which tracks new packaging innovations which arrive on supermarket shelves around the world. It can help to: shorten packaging development pipelines; add value by finding unique points of differentiation; develop branding with confidence; drive down packaging costs; use packaging innovation to drive down carbon footprint of packaging materials and associated distribution; assess the impact of a pack idea as the consumer sees it on the shelf.

Resources available in our Business Information Centre include:



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