



Better quality of life, through better packaging, for more people

# Global Packaging Trends & Perspectives



## Modern Packaging Conference Polish Chamber of Packaging

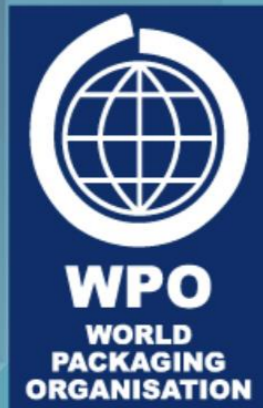
Luciana Pellegrino  
President

WPO World Packaging Organisation

27<sup>th</sup> of November, 2024



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# CONNECTING THE PACKAGING COMMUNITY WORLDWIDE!

Building references and sharing knowledge for packaging's positive impact in our life in society!

Gathering packaging institutes and associations  
**from 64 countries,**  
under the goal to raise a global voice for packaging  
and foster Packaging advancement on a global level

## Packaging's Positive Impact in society





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## WPO's Mission

**“Better quality of life,  
Through better packaging,  
For more people”**

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ORGANISATION



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## Packaging contributes to the UN's Sustainable Development Goals





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# Content and references

[www.worldpackaging.org](http://www.worldpackaging.org)

## Innovation



## Sustainability



**PPWR - ONLINE COURSE**  
**PACKAGING & PACKAGING WASTE REGULATION**  
 December 3rd, 2024 From 12 PM to 3PM CET

**SPECIALISTS**

**Charlotte Neumair**  
Circular Analytics, Austria

**Lina Wimmer**  
Circular Analytics, Austria

Registration Fee Paid by Credit card only  
**€120 Per Person** | **€100 Upon Promotional Code** offered by WPO Member Organisations

**ZOOM LIVE**

## Online Course

become a **WPO CORPORATE PARTNER** and connect to **global packaging INDUSTRY**

## Corporate Partners

**in** Search

**WPO World Packaging Organisation**

## Stay tuned!

December 2023 - 056

**WPONEWS**  
The voice of the global packaging community

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**CHECK THE CALENDAR OF GLOBAL PACKAGING EVENTS**

Instagram  
<https://www.instagram.com>



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The packaging industry is **grounded in technology,**  
**oriented by efficiency and sustainability,**  
**driven by market and consumers' demands.**

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## 4 global Packaging Trends & perspectives

- 1 The Global Packaging market
- 2 Technology and AI
- 3 Consumers
- 4 Sustainability



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1

# The Global packaging Market

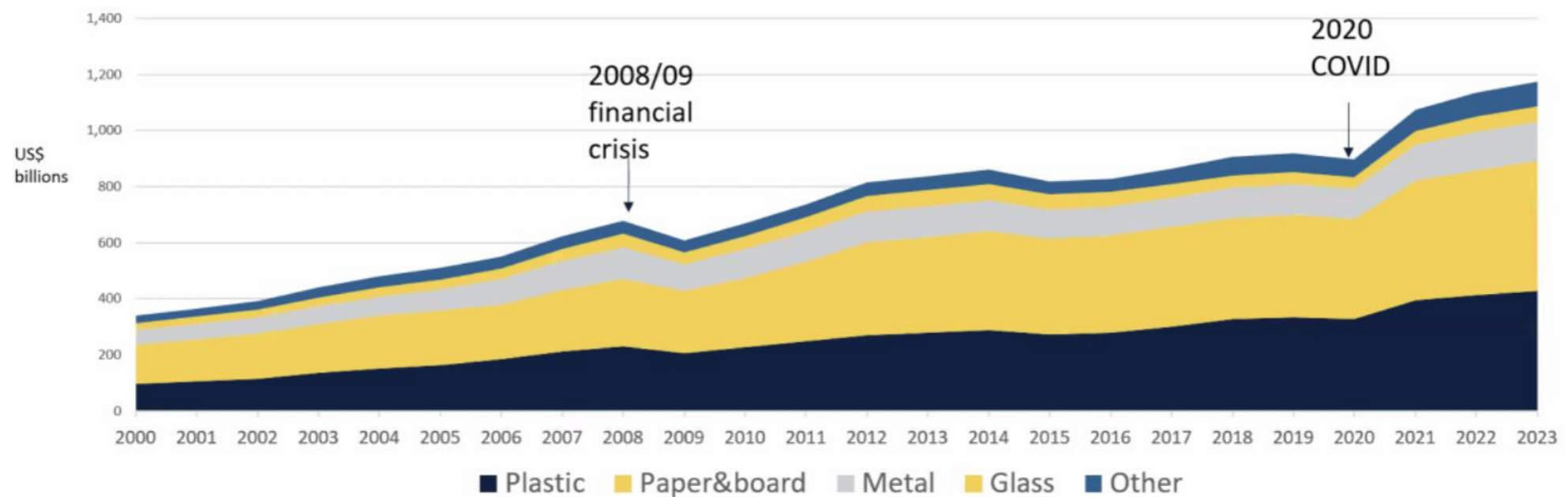
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## a highly resilient market

Global supply chains disruption, inflation, regulation,  
Inventory, destocking



Source: Smithers

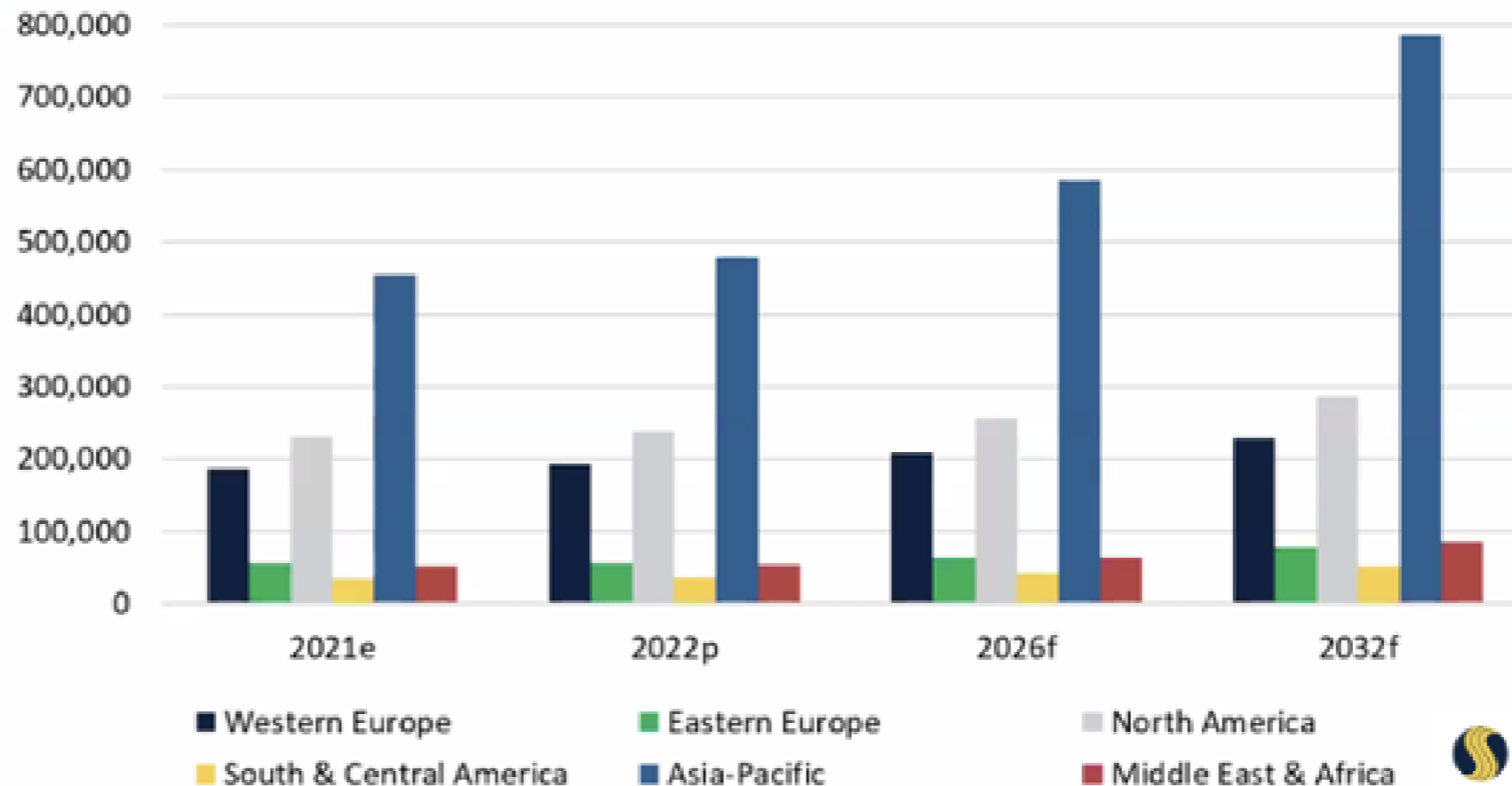


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## THE PACKAGING MARKET GROWING GLOBALLY

USD\$ 1,1 trillion market – 2022  
Growing 3,7% CARG during 2026-2032

GLOBAL PACKAGING SALES BY REGION, \$million



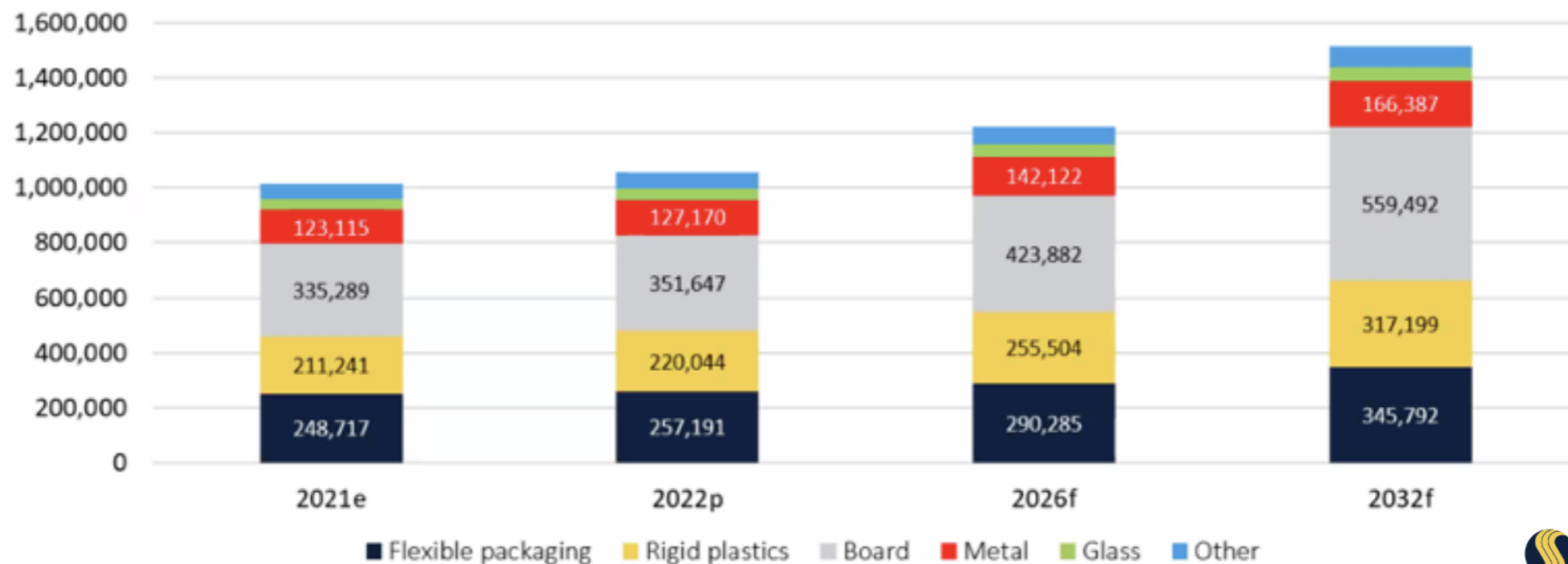


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## Growth opportunities for all major packaging substrates

Paper & Board: 33% share  
Flexible Packaging: 24% share  
Rigid Plastics: 21% share

### Global Packaging Sales by Material, \$Million

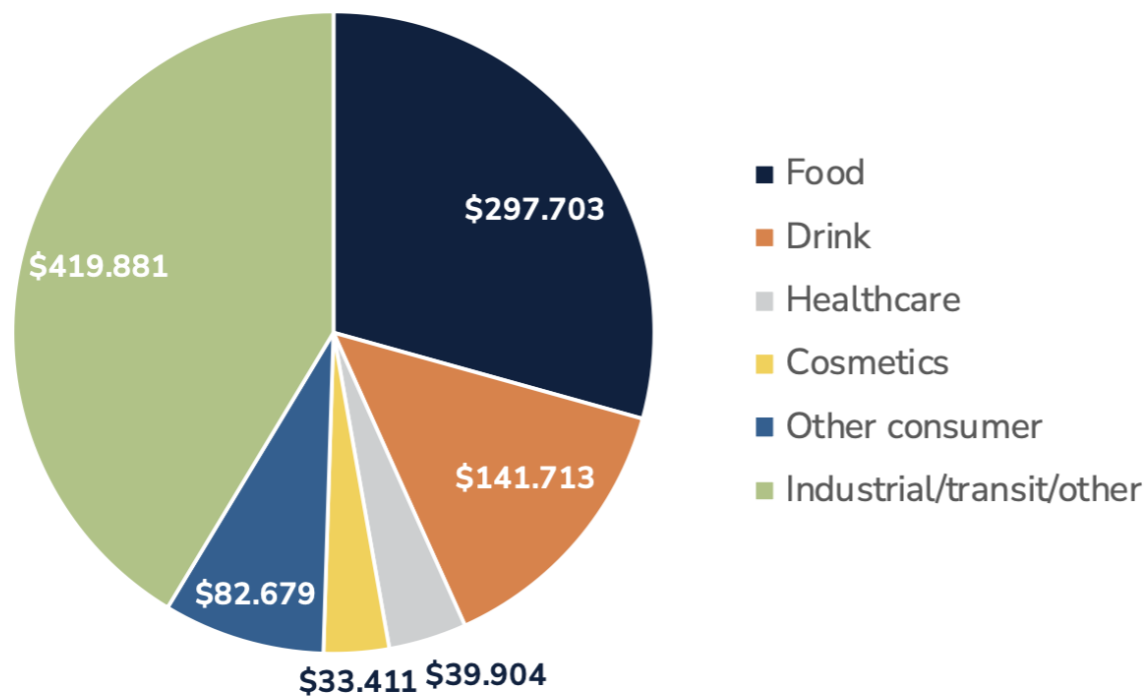




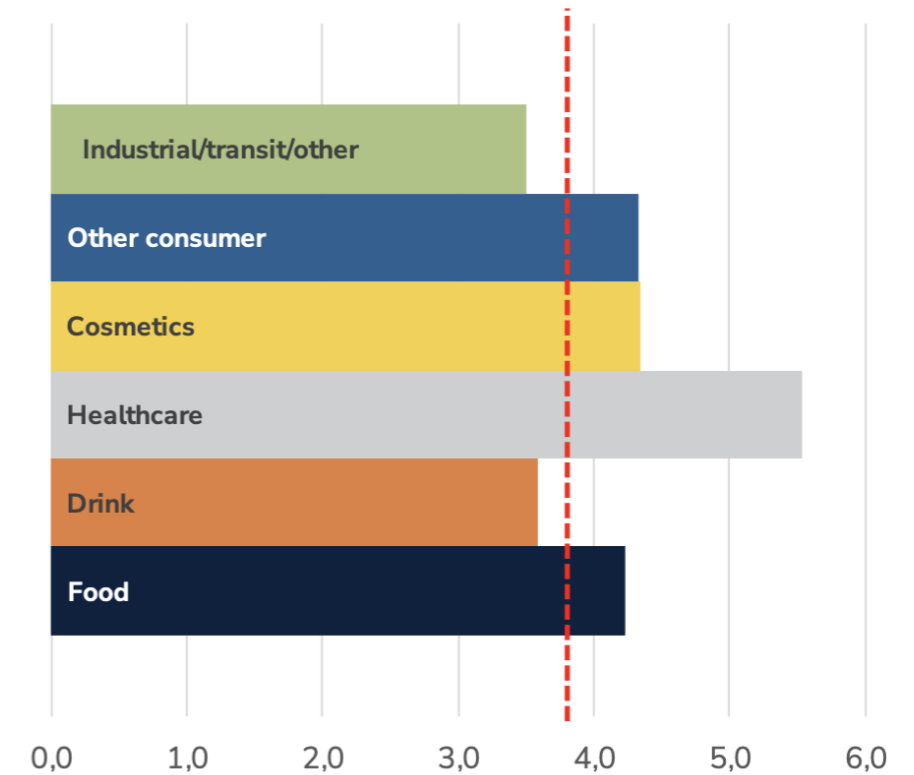
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# Packaging End-use Segments' Growth

Global Packaging by End Market (\$USD million)



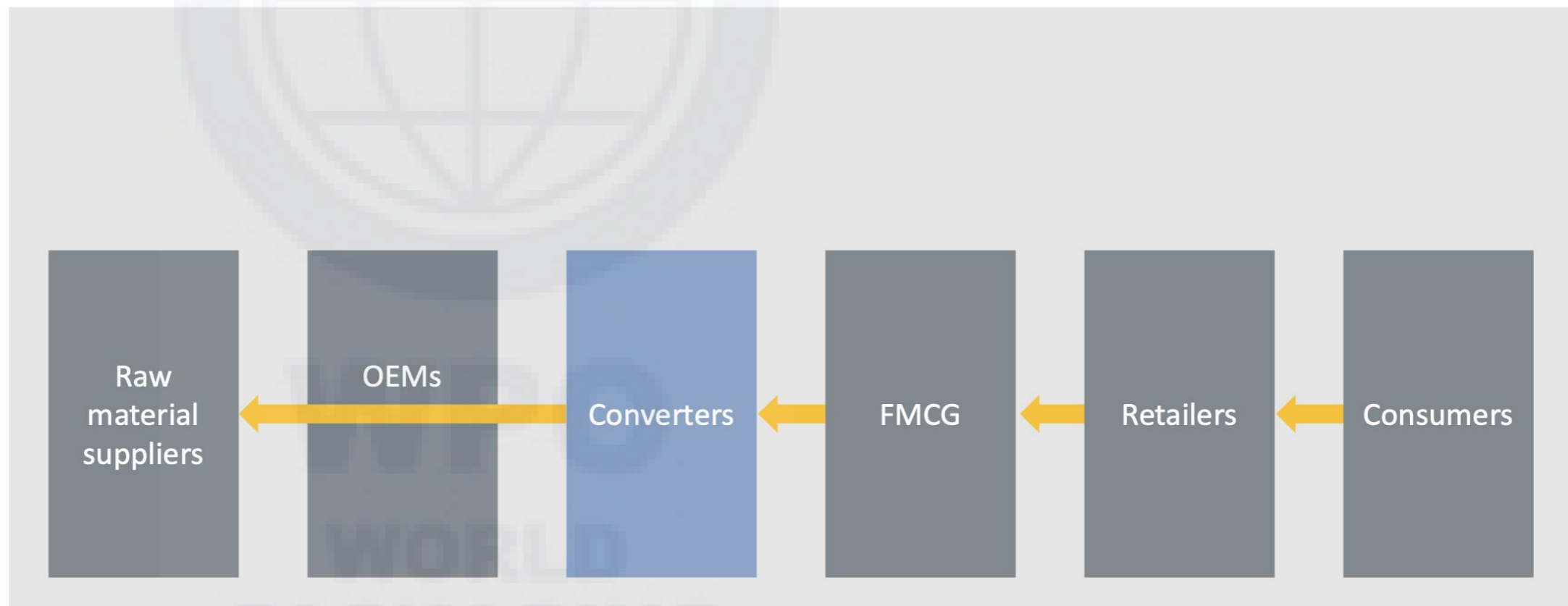
2021 to 2026 CAGR %



## Supply chain dictated by consumers

**Thinking backwards:  
The market dynamics at work in the packaging value chain.**

**B⊕P**



Challenges in market forecast



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# Technology & AI

# AI applied to design packaging



Midjourney



Empaty Design





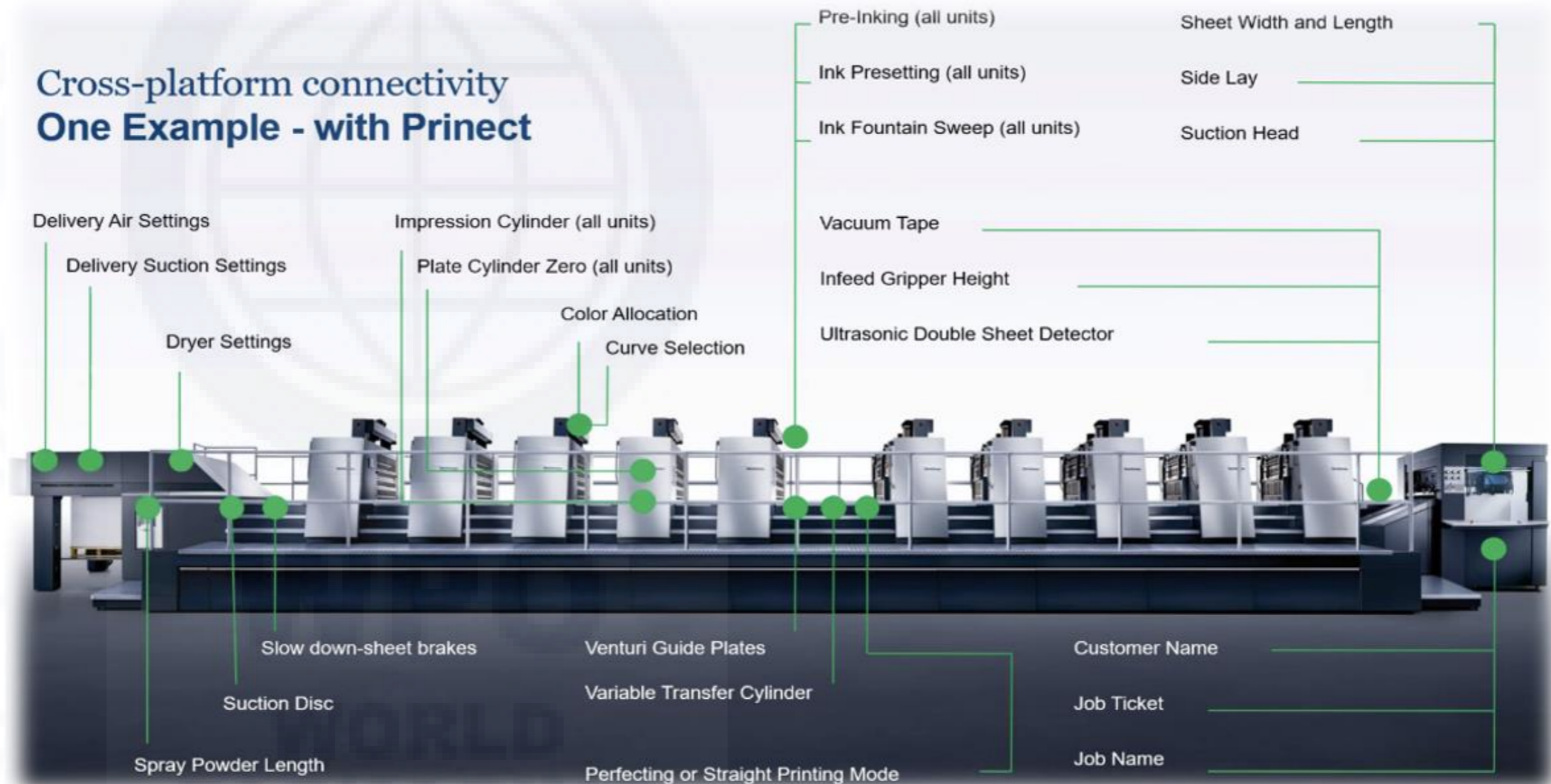
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## AI is changing the packaging production landscape

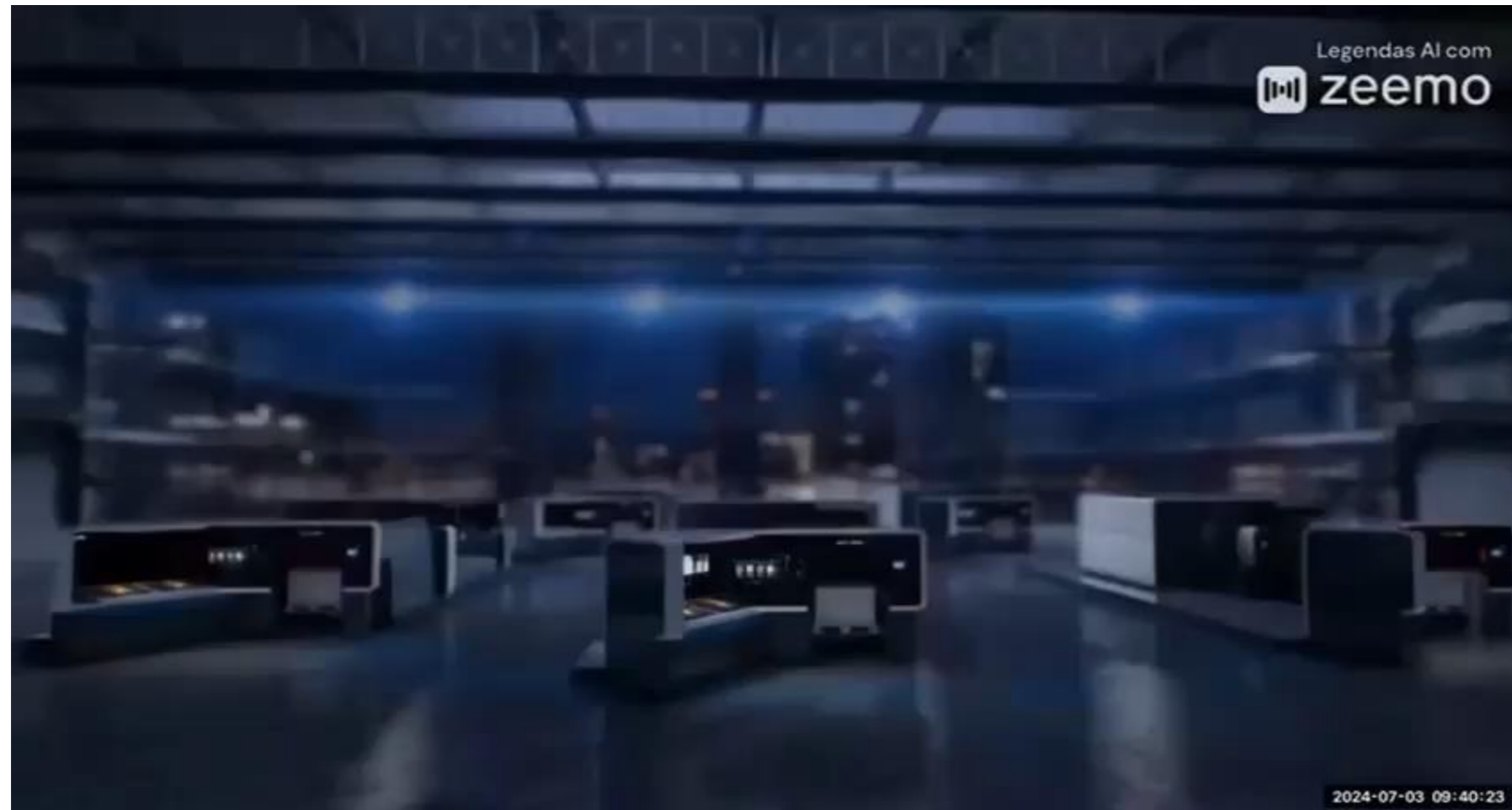
### Cross-platform connectivity One Example - with Prinect

**HEIDELBERG**





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from incremental  
to disruptive  
innovations

Offering greater  
**flexibility and  
efficiency**



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# Consumers



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a more competitive market



**EACH  
PRODUCT  
TARGETS**

**AUDIENCE  
CONSUMPTION OCCASION  
COST-BENEFIT  
PURPOSE**

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**FROM A RATIONAL  
PERSPECTIVE**

**CONSUMERS ARE LOOKING  
FOR PACKAGINGS THAT  
OFFER:**

**Value for money, Quantity  
Efficiency & Functionality  
Convenience**

**REGARDLESS THE PRODUCT  
CATEGORY**



**FROM AN EMOTIONAL  
PERSPECTIVE**

**CONSUMERS ARE LOOKING  
FOR BRANDS THAT OFFER:**

**Value perception  
Experience  
Cause & Purpose**

**REGARDLESS THE PRODUCT  
CATEGORY**





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## **ONE SINGLE ELEMENT**

That has to delever **value** to consumers



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# Sustainability



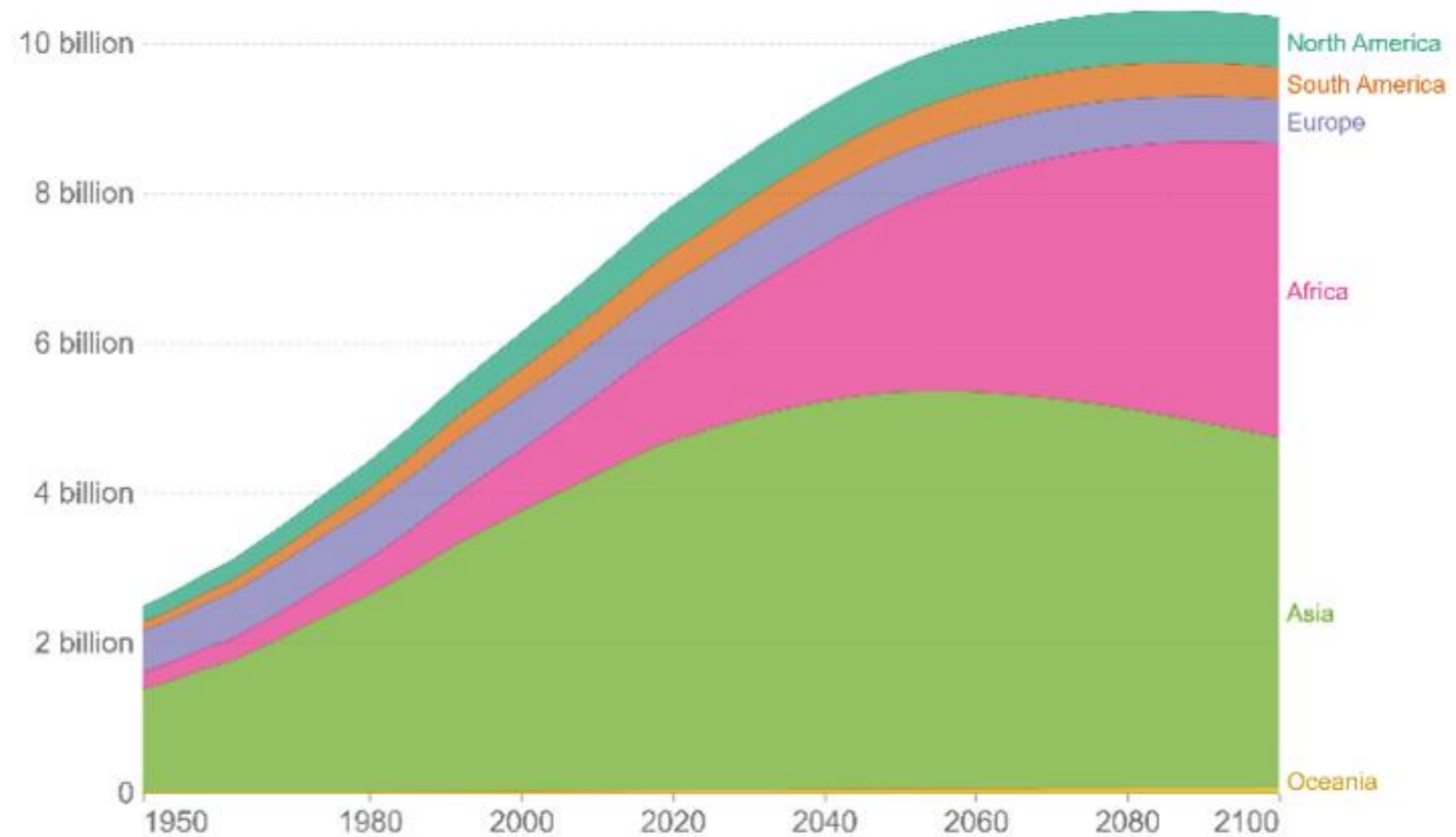
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## population growth put pressures in our planet

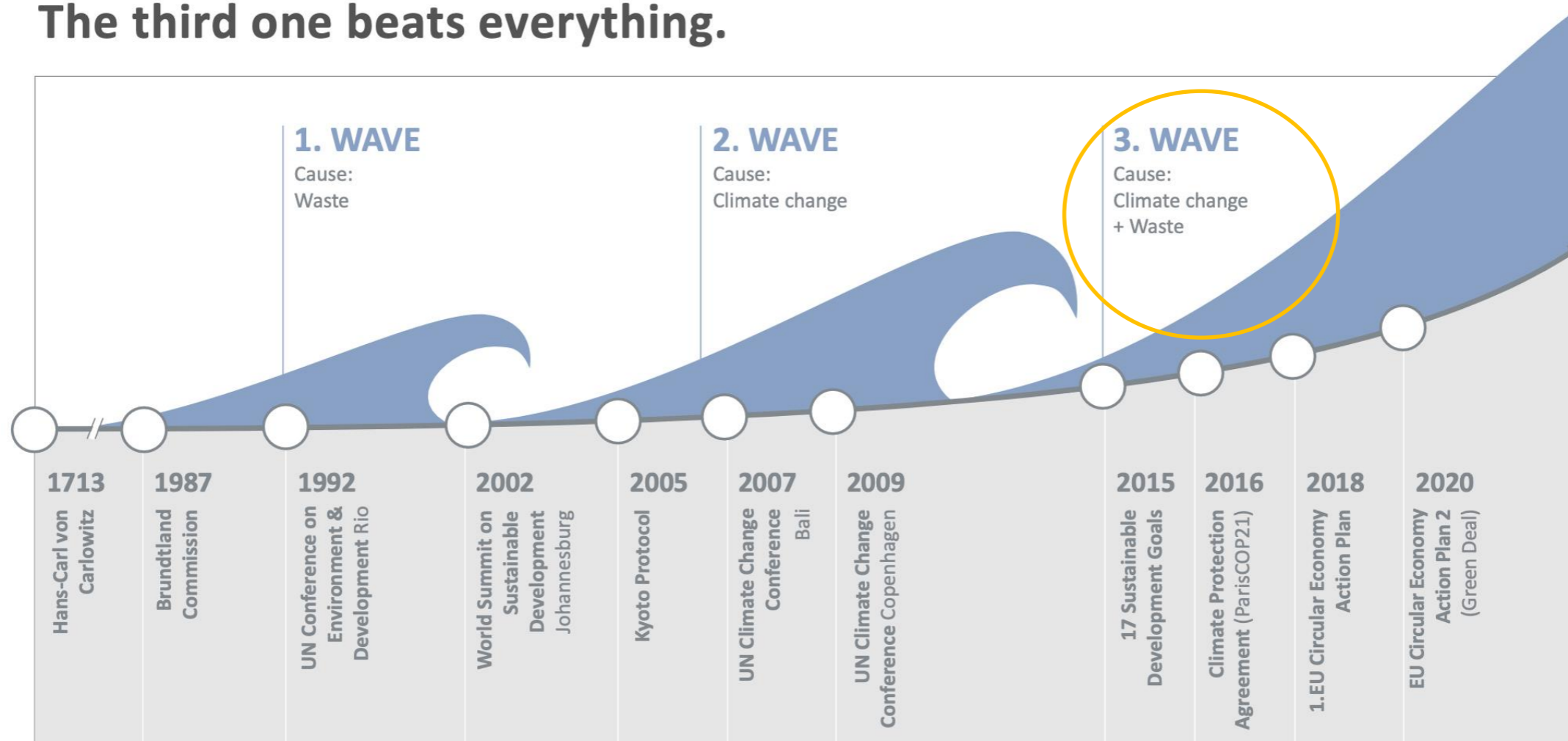
### World population by region

Projected population to 2100 is based on the UN's medium population scenario.



Source: HYDE (v3.2); Gapminder (v6); Food and Agriculture Organization of the United Nations; UN (2022)  
OurWorldInData.org/world-population-growth • CC BY

**Sustainability makes waves.  
The third one beats everything.**



Source: B+P Consultants (2021)

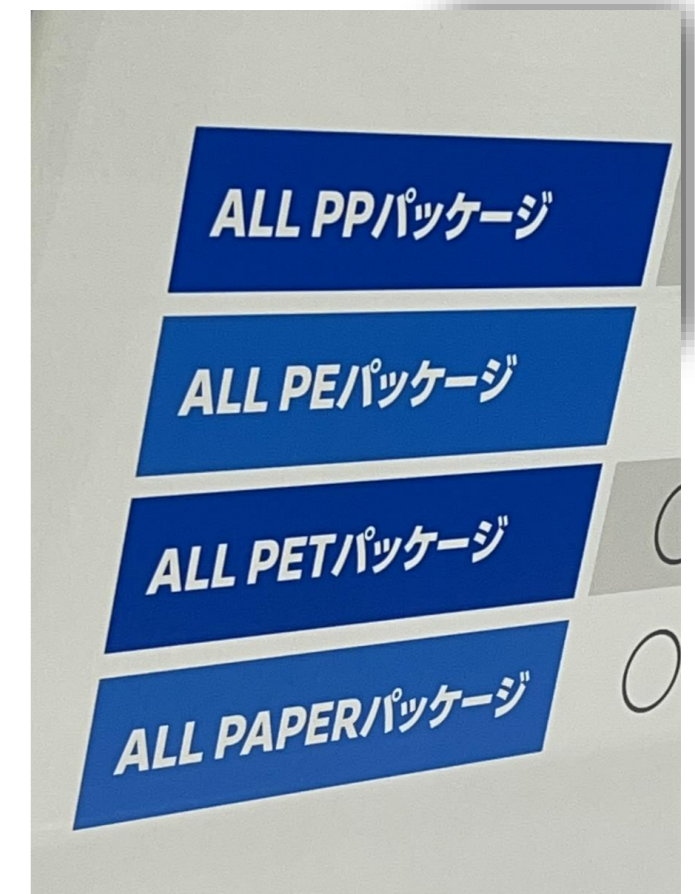
www.bp-group.de

**Clima Change  
+ Waste**



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## “Recycle Ready” driving the packaging landscape: new Coating barriers





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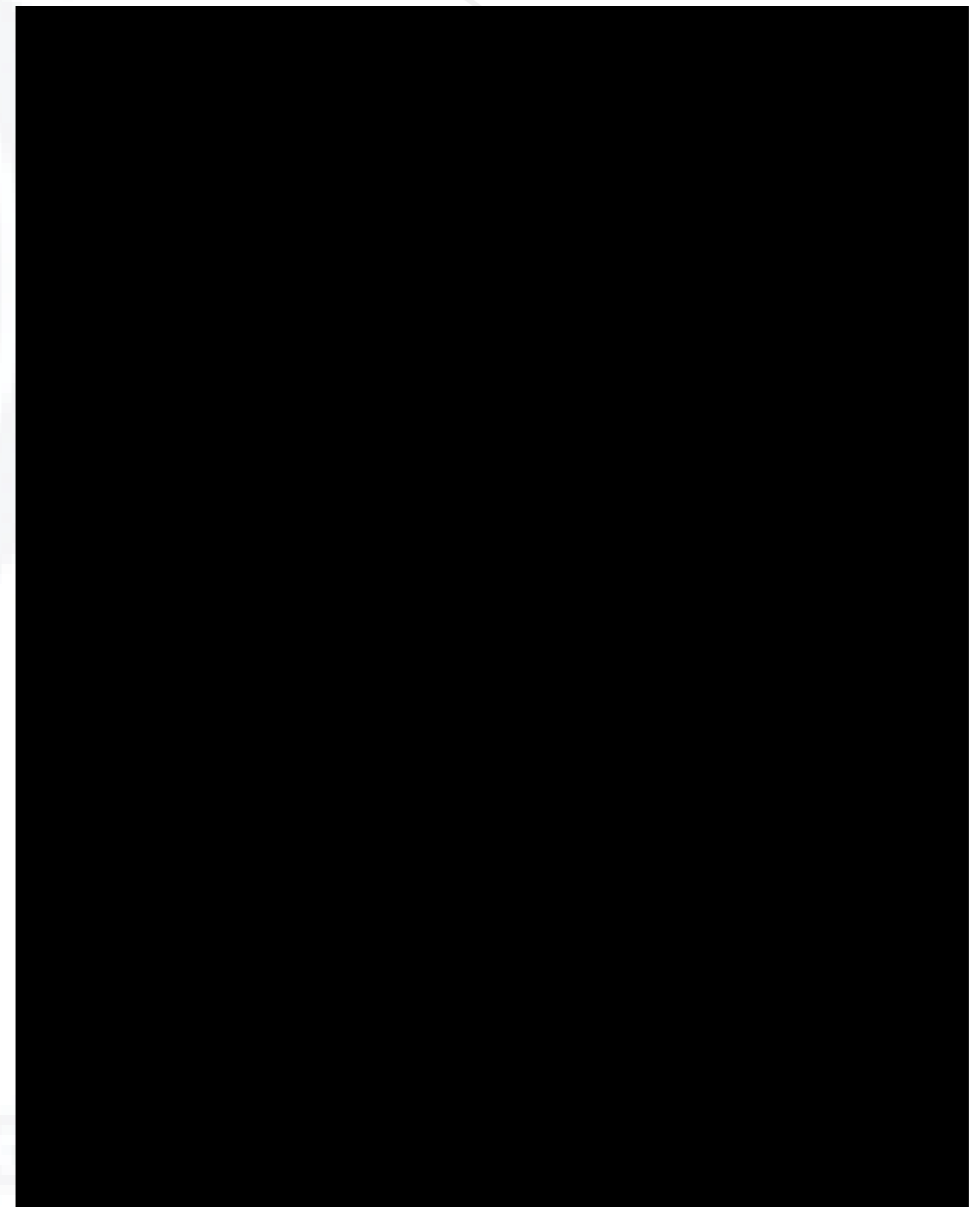
## Recycled content





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Reuse alternatives is needed



30% of impact mitigation



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## REUSE - A STRATEGIC CHALLENGE FOR THE CONSUMER INDUSTRY

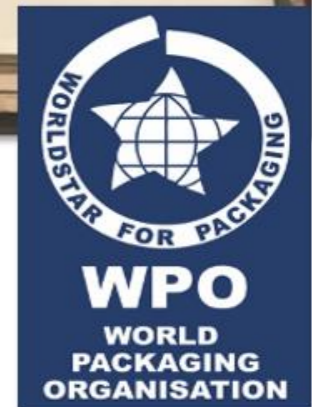




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Circularity must be intentional,  
it must consider consumers and recycling system





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Engage and  
educate  
consumers





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# The future demands a shift towards developing and adopting more sustainable products



KO*i* Foaming Handwash Starter Kit  
and Refillable Tablets

**By:** Coles Group

**Country:** Australia and New Zealand

**Category:** Household



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# Thank you!



**Luciana Pellegrino**  
President

[I.Pellegrino@worldpackaging.org](mailto:I.Pellegrino@worldpackaging.org)