



**GRAB & GO**

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**THE FUTURE OF PACKAGING**

**FOR SWEETS AND SNACKS**

# SUMMARY

The aim of this eBook is to show you the current satisfaction gaps in packaging and what solutions are available to fill these gaps and delight buyers as well as consumers

## I SATISFACTION GAPS IN PACKAGING

## II TRENDING SOLUTIONS

## III CONCLUSION: CHALLENGES FOR 2015

# I. SATISFACTION GAPS IN PACKAGING

In the **MWV (MeadWestVaco) Packaging Study**, consumers were asked to rank packaging attributes according to their importance. Attributes such as shelf appeal and general attractiveness were not ranked very highly. Instead consumers were more focused on the structural features and functionality of the packaging. When asked to pick the **3 biggest satisfaction gaps** in packaging, consumers found:

## CONVENIENCE

*Easy to open, reclose or reseal*



Convenience is crucial to consumers. They want packaging that is easy to open, reclose or reseal. A pack of crisps (chips) for instance is usually easy to open but the packaging doesn't necessarily open right if the material structure is weak. Furthermore, a pack of crisps can't be reclosed or resealed properly unless a reseal technology is added to the film.

## FRESHNESS

*Keeps product fresh*



Consumers want a packaging that can perform by keeping the product fresh. Depending on the nature of the product, a packaging with higher barriers (barriers to oxygen, light, moisture) is preferred to avoid the product from expiring too early.

- ✓ **CONVENIENCE**  
*Easy to open, reclose or reseal*
- ✓ **FRESHNESS**  
*Keeps product fresh*
- ✓ **PROTECTION**  
*Protects product from spilling/ breaking*

## PROTECTION

*Protects product from spilling/ breaking*



Whether the products bought are in a carton, a plastic bag, a pouch or a bottle, no one likes to see a product break or spill.

## I. SATISFACTION GAPS IN PACKAGING

As *Brian Richard* from *MWV (MeadWestVaco)* pointed out, “Brands should view the current gap in satisfaction as an opportunity to make improvements to their packaging by focusing on what matters most to consumers”.

In other words, we know that Convenience, Protection and Freshness are important to consumers and we should focus on those areas to create packaging that can perform not just in the distribution channels but also in the consumer’s home.



BRAND EVOLUTION



“Brands should view the current gap in satisfaction as an opportunity to make improvements to their packaging by focusing on what matters most to consumers.  
(Convenience, Protection, Freshness)

Brian Richard, Director, Consumer & Customer Insights, MWV

## II. TRENDING: RESEAL TECHNOLOGY FOR FLOW WRAP CONFECTIONERY BARS

Manufacturers of *Sweets* and *Snacks* can now empower consumers to control the number of portions consumed thanks to a reseal *technology* that can be added to the film.

*Traditional chocolate bars* for instance will have a specific number of squares of chocolate. Instead of eating the whole product or folding the pack after using a square or two, the consumer now has the choice of resealing the packaging, keeping the product fresh. This reseal technology can be added to any flow wrapper with no added complications.

- ✓ Portion Control
- ✓ Can be added to any flow wrapper

In 2013, **Mondelēz International** (Formerly known as Kraft Foods) introduced a cold seal technology reclose feature for a 45g *Cadbury Dairy Milk chocolate bar*. Other market leaders in sweets and snacks have also been experimenting with the reseal technology. Among them, Nestlé and Mars.

**Mondelēz**  
International



**MARS**



## II. TRENDING: INTERACTIVE PACKAGING

- ✓ Additional information
- ✓ Interactive games
- ✓ Videos
- ✓ Exclusive offers

Augmented reality or interactive packaging is a technology that combines the real scene viewed by the user as well as a *virtual scene* generated by the computer or app.

*Cadbury* is one of the first in the sweets and snacks industry to use this technology, using the app *Blippar* to create a virtual reality allowing for prolonged engagement with the consumer.

On top of enjoying the taste of a Cadbury chocolate, consumers can now also receive additional *information about the product, play interactive games, watch videos* and also benefit from exclusive offers.

The interactive games are especially geared towards children who can now relate with the brand and play games in a *different* fashion than the traditional way of pulling a toy out of a *cereal box*.



## II. TRENDING: TEAR AND RESEAL

As we mentioned earlier, opening and reclosing features are important attributes of packaging in the mind of the consumer.

**Tear and reseal packaging** (especially stand up pouches) is growing and can be seen more and more.

*Mentos* recently introduced **reseal-able** packs. Those feature a tear notch and *laser scoring technology* for easy opening as well as a zipper for easy reopening and closing. These innovative *packs* are the *perfect* way of balancing convenience with perceived freshness.

- ✓ Tear notch
- ✓ Laser Scoring: Easy opening
- ✓ Zipper

“successfully balancing convenience with perceived freshness.”



## II. TRENDING: TEAR AND RESEAL

“balancing convenience with perceived freshness.”



*Hope and Greenwood* are a premium confectioner based in London and believe that stand up pouches are perfect for their range of sweets, offering a frosted stripe through which to peek your treats and the vibrant colors so suited to their brand.

*Candy Kittens* (also from London) are a fashionable confectionery company that bring something truly unique to the candy industry. The flavors are yummy and you can see Kitten shaped candies through the viewing window.

Both packagings are not only nice to look at, but they are also highly functional. Those reseal-packs both feature a tear notch for easy opening as well as a zipper for easy reopening and closing...the perfect way of balancing convenience with perceived freshness.

## II. TRENDING: THE BOX POUCH

### Description

- ✓ 5 panels for branding
- ✓ Shelf Impact

### Highly customizable

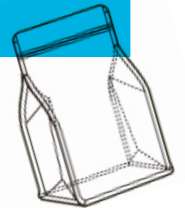
- ✓ Tear Notch
- ✓ Zipper or Top slider
- ✓ Transparent Window
- ✓ Handle

**The Box Pouch** (Also known as the Flat Bottom Pouch) is arguably the most trending packaging format to date.

Unlike traditional pouches who only have 2-3 panels, the box pouch offers:

- 5 panels for branding (Logos, pictures, descriptions, ingredients...)
- Great shelf impact due to high strength, better stability and visibility on the shelves.

*The Box Pouch* is also highly customizable offering a tear notch for easy open tear, a zipper or top slider closure for convenient opening and closing, a transparent window to showcase your product as well as a handle for *easy transportation*.



## II. TRENDING: RETAILERS ARE CALLING THE SHOTS IN PACKAGING DECISIONS



Retailers are increasingly favoring

- Stand Up Packaging**
- High Printing quality**
- Eurohook**



In 2014 in the **United Kingdom**, we have seen an increasing number of retailers calling the shots in packaging decisions. **TESCO** retailers for instance have been favoring:

- **Stand Up Packaging** (*Fastest growing pack type in sweets and snacks sector*) over bags, tubs, jars.
- **High Printing quality:** Rotogravure and Flexographic have been favored over other printing techniques because of their higher DPI (*Dots Per Image*) printing quality.
- Features such as the Eurohook for merchandising and cross-merchandising between shelves.

## II. TRENDING: RETAILERS ARE CALLING THE SHOTS IN PACKAGING DECISIONS

The **Bakers (Bulgaria)** are one of the few companies that understood that nuts should start being packed in stand up pouches. *Zigi Himalaya* is one of their brands and the pistachios for instance are very aromatic and rich in flavor, thanks to the Himalayan salt revealing the delicacy of the nuts.

**Ashbourne Foods (United Kingdom)**, have a passion for creating great tasting products. Their *Sugar n Spice* range for instance includes a wide variety of treats: Bakery slices, cakes, muffins, cup cakes and also biscuits. The high quality printing on the *Flapjack Bites* packaging for example, has a drawing power that will make you want to try the mouth-watering treat on the spot.

**HORS**, from the *Czech Republic*, are producers of rock confectionery and pride themselves on high quality products: Rock flat and ball lollipops, rock candies and also drops. Their packaging in the picture is made out of film roll and incorporates a *Eurohook*. The lollipops are in the shape of sheep, just like the ones you can see in the artwork!

**Pastiglie Leone (Italy)** is one of the oldest confectionery companies in Europe, dating back to 1857 when *Luigi Leone* decided to open a candy store in the town of *Alba* in the *Northwest of Italy*. There, he began to produce small, friable and multi-coloured candy-originals, which were delicately flavoured. The company has expanded over the years and managed to create other successful products including *Gummy sweets*, *Fruit jellies*, *Fondants* and other specialities in the confectionery world. The majority of Leone's products are gluten and lactose free. The *packaging in the photo consists of a printed transparent layer of film as well as a cardboard with the Eurohook for easy display*.



## II. TRENDING: PERSONALIZED PACKAGING

**Personalized packaging** is an opportunity to connect with consumers and bring them closer to your brand. In the *summers of 2013 and 2014* in the UK, **Coca Cola** introduced the **Share a Coke** story and replaced their “Coca Cola” logo with some of the most popular names. This allowed consumers to share a coke with their best friends and family members.

### Share a Coke 2014 by numbers

- Over a thousand names on our bottles
- 998 million impressions on Twitter
- 235,000 tweets from 111,000 fans using the #ShareaCoke hashtag
- More than 150 million personalized bottles sold
- Over 730,000 glass bottles personalized via the e-commerce store
- 17,000 virtual name bottles shared online across Europe

Although this was one of *Coca Cola’s* most successful **marketing campaigns**, **personalized packaging** wasn’t a new concept and other brands had also been successful in the past. **Heinz** for instance allowed people to buy a personalized get well soon can of soup for their loved ones.

In *December 2014*, as part of their 50<sup>th</sup> anniversary celebration, **Nutella** started following in *Coca Cola’s* footsteps and enjoyed early success. This campaign not only increased sales, but also helped *Nutella* increase their number of fans on social media (30 000 000 fans on Facebook in January 2015).



In 2014, **Nutella** started following Coca Cola’s footsteps!

## II. TRENDING: TRANSPARENT PACKAGING IMPACTS EATING HABITS

According to a 2014 industry study *"When do transparent packages increase or decrease food consumption"* (X Deng, R Srinivasan), consumers have responded positively to food *packaging with a clear view of the content inside*.

**Packaging with a viewing window** creates visual appeal since the consumer can see the product before even opening the packaging.

Many consumers say that they start eating because *"they saw the food"*. The transparent window causes temptation and pushes the consumer to pick the product off the shelf and consume it shortly afterwards.

The viewing window enables consumption monitoring and can be used as a measuring tool to see how much product is left. *(The study shows that if used as a monitoring tool, the viewing window arguably decreases consumption)*.

Many snacking brands around the world have identified the need for a viewing window. Among them, we have chosen to feature the **Super Berries Collection** (Greece), **Ökovital** (Germany), **Jake** (Spain) and **Bomilla** (Poland).

**Rezos brands** (Greece) includes a wide range of special nutritional products. Among them, the **Super Berries Collection** offers superfood mixes that can be used in different ways: Plain snacking, to mix with yogurt or salads or even cookies and cakes.

The packaging combines a fresh and functional design. The matte packaging is there to enhance the natural properties of the products. The packaging window with clear film helps consumers see the quality of the fruits, further aiding in their purchase decision.

- ✓ Visual Appeal
- ✓ Increased temptation to eat
- ✓ Measuring tool

### “When do transparent packages increase or decrease food consumption?”

(Journal of Marketing, 2014)

X Deng, R Srinivasan



## II. TRENDING: TRANSPARENT PACKAGING IMPACTS EATING HABITS

### Georg Rösner



**Georg Rösner Vertriebs-GMBH (Germany)** is a market leader in the production of organic sweets. One of their latest innovations is the **Ökovital Bio-Veggie Vine Gums** which has a packaging made out of film rolls that features a viewing window to show the various flavors included in the bag: *Pineapple, apple and raspberry*. These **Vine Gums** are not only tasty but they are also *gluten free, lactose free* and suitable for **Vegans**.

**Jake s.a (Spain)** is a family owned company that produces various types of candy: *Lollipops, Hard candies, Jellies* and also *chewing gum*.

The **Jake Cola Bottles** in the picture is one of the many existing flavors you can find. Each flavor cleverly combines artwork and viewing window, by showing a character with his mouth-open and ready to eat the candy!



**Bomilla (Poland)** is one of the leading manufacturers of high quality sweets in Poland. Their products (*Own brands as well as private label*) can be found at some of the most renowned retailers: *Carrefour, Auchan, Tesco, Makro, Real, Selgros...*



The **Baltyk Fantazja Deserowa** shown in the picture are dark chocolates with 3 different flavored fillings. The secondary packaging is made out of film roll and holds in the already wrapped savory chocolates. The triangular shape on the sides helps the packaging stand better on the shelves and the viewing window is there to identify which one of the three different flavors you are going to want to eat first!

## II. TRENDING: SPONSORSHIP IN PACKAGING

**Sugarpova** are fun and delicious sweets (*Chewing Gum and gummy candies*) brought to you by one of the world's greatest in *Women's Tennis, Maria Sharapova*. The packaging is flawless from functionality to artwork: Stand up pouch with a eurohook and a viewing window showing the candies shaped like tennis balls.

Having a globally known and loved celebrity on your packaging will surely increase sales. Nothing says "*buy me*" more than a bag of candies with *Sharapova* herself blowing a *kiss at you*.



  
SUGARPOVA™

  
SUGARPOVA™  
BY MARIA SHARAPOVA



## II. TRENDING: SPOUT POUCHES



A **Spout Pouch** is a good alternative to more rigid types of packaging. It is a more cost effective solution and also delivers high strength and visual impact.

**Spout pouches** are great for snacking and sports nutrition, something that was grasped by Dextro Energy from Germany. Dextro Energy specializes in sports nutrition and more specifically Dextrose which promotes concentration and performance: For schoolchildren, working professionals and athletes.

The **Spout pouches** in the pictures contain a concentrate made with short-chain carbohydrates which are quickly released in the body. The substance is liquid gel which is perfect for athletic activities since it is easy to consume and is easily assimilated by the body.



## II. TRENDING: SENSUAL PACKAGING

- ✓ Improved in-hand feel
- ✓ High resolution graphics
- ✓ Environmentally Friendly

**“I’m always a step ahead of big companies. They haven’t even worked out this concept of the sensual feel of the packaging...”**

Mona Gale, Founder of Mona’s Granola

After being on the shelf for 33 years, **Mona Gale**, *Founder of Mona’s Granola* spent a year trying to update the brand image with the aim of increasing Market Share in the cereal aisles.

In 2014, **Mona Gale** *changed the design* of her artwork and opted for a lighter packaging in a stand up pouch, featuring a matte finish that gave a more premium *feeling* and an improved *in-hand feel*.

*“I’m always a step ahead of big companies. They haven’t even worked out this concept of the sensual feel of the packaging...If you look at the cereal packaging that’s out there, it’s kind of thick and heavy, but our brand is now made with a thin, flexible material that just has a nice feel in your hand. When you are selling a product, of course it’s about the visual aspect, but the sub-conscious level is how it feels in your hand. When you touch this new packaging, it is soft and has a sensual quality to it.”*

*Mona Gale, Founder of Mona’s Granola*



The printing quality was better than before and the packaging felt right because not only was it sensual, it was also environmentally friendly because of the new materials (PET/PE) used and the fact that fewer layers were being used than before.

## II. TRENDING: SENSUAL PACKAGING

La Suissa are an *Italian* producer of artisan *chocolates* and *confections*. Their *pralines* in the picture come in delicious flavors and their packaging stands out thanks to the Matt finish giving the overall packaging a premium look and sensual feel.

**LA SUISSA**  
*Serravalle Scrivia - Italia*



## II. TRENDING: UNUSUAL PACKAGING

**CRAZY  
POPCORN**  
*Gourmet Popcorn  
and More*



**OK** snacks a/s



SugarSin®



**Crazy Popcorn** (Germany) revolutionized the popcorn industry with fun and innovative flavors such as *Crazy Apple Lemon*, *Crazy White Chocolate Orange* or even *Crazy Raspberry Energizer*. The packaging is made out of a plastic tub in the shape of a soda can, with a tab that you pull to open the packaging (similar to how you would crack open a Coca Cola can).

**Crazy Popcorn** is the proof that unusual flavors and unusual packaging combined together can create a truly unique product.

**OK Snacks** from Denmark also have an unusual way of packaging popcorn.

Popcorn products from **OK Snacks** are produced with a very high-quality corn. Their assortment includes everything from whole corn to microwave popcorn and "Ready-to-eat" popcorn in 3, 6 and 18 Litre bags. As one of the few producers on the market, they swear by the old-fashioned popcorn production, quite simply because popcorn that is popped directly in oil gives the right, original flavor.

The packaging in the picture is their giant bag, which is a very unusual but fun size to work with. The artwork is also appealing to kids and *comic book enthusiasts*, thanks to the *original comic strip*.

While most sweets are now going into bags and pouches, **SugarSin** (United Kingdom) have chosen to keep their *Happy Jellies* in a clear plastic jar with a black high gloss lid. The label around the tub *immediately catches your eye* and is made out of untreated paper with a hot foiled shiny print. This enables the packaging to reinforce the natural ingredients used in a premium yet glossy way.

## II. TRENDING: UNUSUAL PACKAGING (2)

FARMHOUSE  
BISCUITS  
FINEST TRADITIONALLY MADE BISCUITS



PAUL and PIPPA



**Farmhouse Biscuits** (*United Kingdom*) produce a large percentage of their products under private label which means that a lot of the packaging they work with has been chosen or even designed by their customers.

Most of the *Farmhouse branded* gift items are designed around Christmas but in 2015, they wanted to include more all year round options. The 3 gift tubes in the picture were designed to incorporate, *Springtime, Valentines, Birthdays* and all year round gifting.

The design can be seen as quite feminine but most biscuit gifts are purchased by women or for women. Anyway, who could refuse a beautifully packaged tube of irresistible, *traditionally baked biscuits?*

**Paul and Pippa** (*Barcelona, Spain*) are producers of a wide range of crackers and biscuits suited to all types of individuals (*8 products for 8 personalities and 8 different times of day, 4 salty and 4 sweet*).

So that they don't break or crack, the biscuits are packaged in a simple yet elegant can displaying family members that you can easily associate with.

### III. CONCLUSION: CHALLENGES FOR 2015

The MWV (*MeadWestVaco*) **Packaging Matters** study shows that packaging satisfaction decreases after buyers/consumers leave the retail point. This is a missed opportunity for many brands because packaging should perform all along the product lifecycle.

*Steve Kazanjian, Vice President of MWV (MeadWestVaco) suggests that "As more retail migrates online, consumers are interacting less with brick-and-mortar channels. A disappointed consumer can switch brands with one click, so the role of packaging is increasingly an important vehicle for brand owners to connect with their consumers at touch points throughout the product's lifecycle."*

Packaging plays a significant role in *brick-and-mortar* retail purchasing behaviours. Packaging's role is apparent in the purchasing process – **Trial, Repeat** or **Switch** – in which consumers trial a new product and, depending on the experience, subsequently repeat the use of that product, or switch to another brand to test a different product.

In both **Germany** and the **UK**, the strongest influence packaging has on shoppers is triggering impulse purchases (*i.e. the "Trial" element*):

- Trial a new product because the packaging caught their eye on the retail shelf (57% of German consumers; 64% of UK consumers)
- Repeat the use of a product because of the packaging (31% of German consumers; 28% of UK consumers)
- Switch brands because of negative experiences with new packaging (19% of German consumers; 30% of UK consumers)

### III. CONCLUSION: PACKAGING HAS THE POTENTIAL TO BE JUST AS IMPORTANT IN A VIRTUAL WORLD

Packaging has the potential to be just as important in a viral, online world, where shopping behaviours are led by brand knowledge and information search. The Packaging Matters study showed that globally:

- ◇ 18% of consumers posted something on social media because of the packaging.
- ◇ 20% friended or became a fan of a brand/company on social networking sites because of the packaging.
- ◇ 22% have written an online review that mentions the packaging.



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#### QUESTIONS OR COMMENTS?

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#### Please get in touch

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