





# Global Food and Packaging Trends

New product launches are still growing worldwide. The latest trends are not restricted to new flavours or ethical products but see companies positioning products that will appeal to a newly discovered target group with purchasing power.

## **New markets**

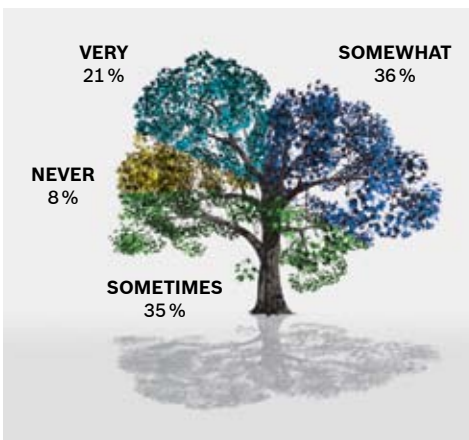
In Asia Pacific and Latin America, new product developments showed significant growth in 2006, while in North America new product introductions grew more slowly. New flavours with growth potential, such as açai (a Latin American citrus fruit), have been introduced and dietary supplements, like antioxidants and Omega-3 fortification, attract consumers, promising diverse benefits such as immune support or heart health.

Trends are not just about what marketers have added to their products. They are also about what they are taking out. There is increasing demand from consumers for “food free” products, such as lactose-free and gluten-free, which target the growing number of consumers suffering food intolerance. Global food and drink launches labelled “gluten-free” nearly doubled in 2006.



LACTOSE FREE

Deliberate buying decisions – Consumers are aware of “food free” products and the Fairtrade certification



**How important is sustainability in packaging decisions?**

Survey of nearly 2000 packaging suppliers and brand owners in “Packaging Digest” (Issue February 2007)

**Fairtrade and sustainable packaging**

Increasingly, consumers focus on the provenance of products and the wellbeing of others. Products with the Fairtrade certification help those identifying goods that meet environmental, labour and developmental standards. In 2006, products with the Fairtrade label reached retail sales of 757 million Euros in the EU and 379 million Euros in North America. There is also growth in the use of Fairtrade ingredients in mainstream brands and the number of countries offering these certified products is also increasing.

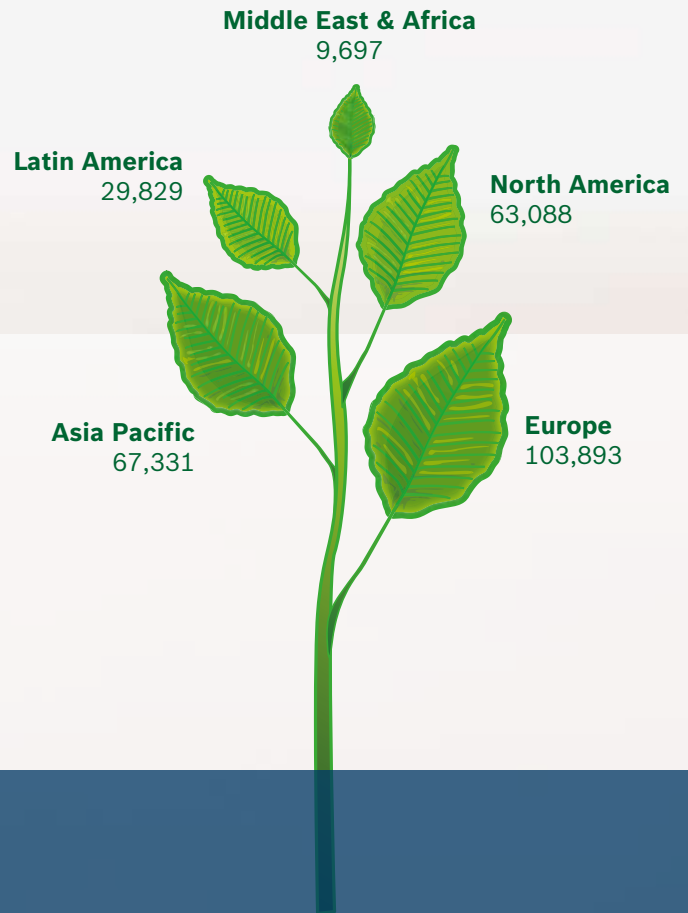
The development of an awareness and understanding of sustainability in societies around the globe is moving forward. Therefore, consumer goods package companies have to face an increasing focus on sustainable packaging. The target

is an ecological, economical and social balance throughout the whole value chain. The sustainable packaging revolution is about to start and the market for sustainable rigid and flexible forms in food and beverage packaging is expected to surpass \$42 billion by 2010\*.

**Ageing consumers**

A demographic change in industrialized countries has resulted in changes in market structure, with a much larger segment consisting of ageing consumers. In America, the 78 million ageing Baby Boomers (worth around \$46 billion in sales) will become the biggest senior citizen market the US has ever seen. Worldwide, by 2035, Germany will be the country with the oldest residents: almost 50% of the country’s population will be in the 50-plus age group.

\*Candy & Snack Business, March/April 2007



**Global new product introductions by region**

Region	2004	2005	2006	Total
Europe	30,921	34,055	38,917	<b>103,893</b>
Asia Pacific	19,830	20,538	26,963	<b>67,331</b>
North America	20,830	19,380	22,878	<b>63,088</b>
Latin America	6,723	10,684	12,422	<b>29,829</b>
Middle East & Africa	2,881	2,929	3,887	<b>9,697</b>
<b>Total</b>	<b>81,185</b>	<b>87,586</b>	<b>105,067</b>	<b>273,838</b>

Source: Mintel GNPD

The special needs of ageing consumers provide fresh challenges. Diminishing eyesight and decreasing hand strength require larger print on labels, ergonomic design and easy to open and reclose mechanisms.

by adding value to every step of the packaging design and implementation process.

**For more information please contact:**  
**Ulrike Probst**  
 Phone +41 52 674 80 53  
[ulrike.probst@boschpackaging.com](mailto:ulrike.probst@boschpackaging.com)

**Staying one step ahead**

By researching future trends and factors, Bosch Packaging understands the needs and requirements of consumer good markets. As a result, new opening and reclosing mechanisms and the optimized use of packaging materials are some of our recent innovation projects. The early involvement of machine and technology competence is essential for the successful production, marketing and sale of consumer goods. Creativity, combined with our vast engineering expertise, supports this holistic approach to packaging,

