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Who and why invests in innovative packagings

FMCG companies invest annually considerable amounts in market research to help them foresee consumers' expectations related to products packaging. Everything is then converted afterwards in packagings which do not go by unnoticed. In front of the shelf, innovation is also rewarded by retailers which follow these market trends.

The surveys conducted among consumers reveal that, at least on the descriptive level, packaging seems to play only a small part in the purchasing process. Overall, remembering that the type of packaging, its convenience and ergonomics are not very important criteria for the purchase decision. On the contrary, they claim to pay very much attention to product quality, shelf life, manufacturer's reliability and/or other details concerning the label.

"It's ironic, the claims are based on a research analysis, but in front of the shelf, things are different", notes Alice Mihal, Business Development Director for ISSA Center. "In a context of shopping dominated by **impulsive and spontaneous**, the diversity of products consumer encounters every day creates the space for novelty and packaging innovation does not go by unnoticed", explains Alice Mihal. **In other words, packaging is not at all an element devoid of importance when it comes to the purchasing decision.** "The consumer is especially the qualitative market research insights which inspire consumers so as to gather more in-depth opinions on their actual attitude to users. The traditional theory states that consumers' think more make appointments which need fulfilling by the packaging of various product category in order for consumers to be tempted to put the products in the shopping basket.



ALICE MIHAL, BUSINESS DEVELOPMENT DIRECTOR FOR ISSA CENTER

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For most, for example, the eco-through packaging allows checking product freshness; for yogurt, the image of a fruit on the label suggests the content for other dairy product categories – cultured milk, fermented milk, what is more important in packaging stage and the way it allows content sampling; in the case of carbonated drinks, aspects related to health or guarantees are very important.

"There are people particularly **illiterate the packaging** more for a certain product category. In fact, it's beyond this that we encounter the real challenge of creating packaging, in the sense that it has to stand out in a crowd, to draw attention, to catch the eye through innovation in shape, color, graphics and materials. The consumer is more and more drawn to novelty and unique negative connotations in terms such as **innovative or "cutting-edge"**, highlights Alice Mihal.

Moreover, consumer expectations and needs are the basis which succeeded, over time, in being incorporated in the way products are presented. For example, many consumers have a high health focused the way for an easier transportation of the **silicon water bottle, the PEIT** which preserves heat (thermal longer or the space attached to the product packaging.

In the last 5 years, both industrial and consumer functions of the packaging were very much **developed**. In addition, consumers' reactions to the EU created a series of regulations which allowed on the market only specific types of **packaging or packaging materials** in the supply chain, the producer to end consumer, everybody with the producers, selling themselves apart from the competition in the shelf, require image benefits, distributors and retailers lower **storage costs and consumer benefits** from a safe and hygienic product, easy-to-transport and handle.

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