

# Confectionery packaging trends – Sustainable, multisensory and white

Several key trends can currently be identified in the area of confectionery packaging: First of all, there is the integration of multisensory effects which provide more differentiation in the shop and aim to boost impulse purchases. The second trend is the growing significance of seasonal business, which is increasing in importance throughout the whole of the confectionery business. Here, special packaging for promotional activities – often so-called 'one-off' promotions – is increasingly in demand. Sustainability is naturally also an important topic in the packaging industry. And in the area of packaging design, white is the new black.

For some time now, multisensory effects have been a topic of great interest to packaging manufacturers. Market research proved long ago that addressing several senses at once through product packaging increases consumers' brand loyalty by 30 to 60%. The term multisensory applies to the finishing of the packaging. This is why buyers in the confectionery industry are increasingly interested in technologies such as foil lamination, positive, negative and textured embossing, and varnishes as ways of bringing a new dimension to the look and feel of their packaging.

## New dimensions in look and feel

### Environmentally friendly?

Ecology is always on the agenda. Material reduction and the use of environmentally-friendly, favourably-certified packaging materials are vital considerations that receive substantial attention during the development and manufacture of confectionery products.

The question of which packaging material is the most ecologically-sensible continues to depend on the specific product. Today, the cardboard used for flat-folding boxes is tested to determine its environmental compatibility. Cardboard is a favourite material in the packaging field because it is made from renewable raw materials and can be recycled. Materials produced from neutrally-monitored sustainable forests are increasingly being used. And energy requirements for the printing and finishing of packaging – which are already comparatively low – can be lowered even further.

Another important objective is climate-neutral printing. Water-based inks and varnishes reduce the use of chemicals without loss of quality. Colour-mixing systems make it possible to create colours with great precision using modern thermal printing plates, almost completely eliminating the use of chemicals.

This topic is currently helping companies win market shares. This is why responsibility for sustainability is now a topic for top management at the world's consumer goods giants such as Nestlé and Unilever. Naturally, this is also because the issue of increasingly scarce resources, growing emissions and energy problems must also be tackled along the value chain.

This is why sustainable packaging has become even more appealing. Today's predominant, ecologically-aware consumer is by no means 'environmental' in the traditional sense of the word. In comparison to previous generations, today's consumer enjoys consumption – he or she has money and enjoys spending it. However, today's consumer is also strongly influenced by the sustainability aspects of a product when making purchasing decisions. Market researchers assume that up to 30% of all consumers fall into this category today.

The beneficiaries of this new consumer behaviour are the large supermarkets. Here, brand name manufacturers can present themselves with new looks and considerably more shelf appeal in order to score points with the customers for their innovative packaging designs. This is where confectionery in particular is managing to defy the crisis. The industry is profiting from the fact that consumers like to treat themselves. In many segments, brand names are profiting at the expense of private labels, even among the discount stores.

### The search for something new

Purchases of confectionery products at food retailers, drug stores and petrol stations are usually impulse buys. One particular success factor is the thrill of experiencing something new. Product innovations, new flavours and attractive packaging with the added benefit of convenience help to increase customer interest in confectionery products. This is why chocolate is now available in the form of a CD, offered in gift cups or slide-out boxes, or in elaborately embossed tin boxes.

In the area of chocolate, a trend towards simplicity can also be observed. A plain white is increasingly becoming the colour of choice for new premium products. This trend has a psychological background: White is perceived as pure and offers plenty of room for projection. In the food industry the colour white also symbolises freshness and lightness – and as it's a reserved colour, it also reflects a certain qualitative value.

Nestlé has also converted to white as the premium colour. The Nespresso packaging series stands out with its special finishing: mainly designed in white, the packaging reflects high-class understatement. The Nespresso logo is simply positive-embossed onto the smooth, matt surface. Fine finishing effects, used sparingly and combined with elegant white shades, ensure the stylish presentation of the premium chocolate. |