

Packaging Foresight

- Packa Futura 2001

Carl Olsmats
The Strategic Committee
March 2001

A platform for strategic development using packaging for leverage

Packaging-related business faces many new challenges in the 21st century. There are plenty of opportunities, but also a few threats. In this the fifth consecutive Packa Futura report, future packaging demands and enabling factors are explored. Packaging implications of Technology Foresight in Sweden and other countries are analysed.

Naturally, Packa Futura cannot predict the future, but it can improve preparedness for future developments and support organisations and individuals in shaping their own future. It can contribute to your future vision and influence your long term strategies and investments in knowledge and facilities. A primary objective with this report is to provide key input to support business development in industry and trade using packaging as a tool. Market-driven demands, and demands from society (e.g environment related legislation and standards) on future packaging, are identified and analysed. Key future issues for the packaging related business sector are presented.

This edition of Packa Futura rests on an even broader and more international perspective than preceding versions. The analysis confirms that packaging demands are mainly driven by international trends. Included in the

report is also a sensitivity analysis based on four (extreme) scenarios for the year 2020. Three main input sources are used for the generation of future consequences and implications for the packaging sector:

- Previous Packa Futura reports
- Technology Foresight in Sweden and other countries
- Packaging Foresight projects in other countries.

Technology Foresight

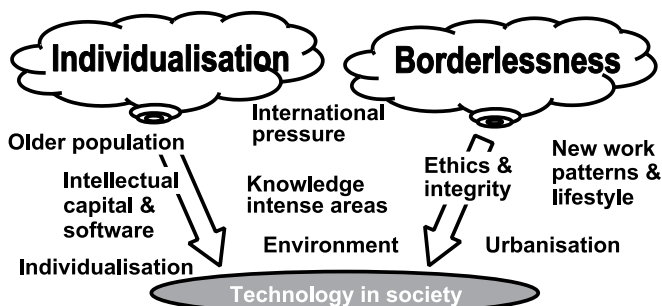
An important message from Technology Foresight is the view of technology in the service of mankind, increasing quality of life. Here the packaging sector can make a substantial contribution, not least in order to fulfil the demands of a growing old population.

Technology Foresight has identified two overarching driving forces, which in turn will have packaging implications

- **Individualisation** - In order to realise individualisation, more customised products supported by customised packaging will be created. As the core products become more and more alike, individualisation/differentiation must largely be achieved through the

packaging. This will further boost the number of packaging variants and at the same time raise a demand on each packaging to be more optimised.

- **Borderlessness** - makes itself evident on several levels and concerns for instance trade, culture, capital and virtual companies. It also refers to the border between work, education and leisure time. Borderlessness for products requires internationally harmonised packages, which protect the products and enable wide geographical distribution. Borderlessness between work and leisure time also brings new eating habits, which in turn means new packaging demands. Borderlessness between scientific disciplines is well established within the packaging field and is something the sector should utilise better.



As illustrated by the figure, under these two overarching drivers there are nine subdrivers, each giving rise to changed demands on packaging. These together with other key issues (e.g. IT and small scale processing, regionalisation, e-commerce and environmental issues) with packaging implications are analysed and explored in the report. Future growth areas for packaging applications are also discussed.

Structural implications for the packaging sector

A number of opportunities are explored, regarding the future role of the packaging supplier. Production and material orientation versus customer and application orientation is discussed. One exciting development path is a transition from sales of physical products to sales of services, functions and value. New networks can take shape and offer future knowledge-intensive packaging and logistics service.

Report structure

- Executive summary
- Introduction
- International Technology Foresight projects
- Driving forces in Technology Foresight Sweden and Packa Futura 1999 - A general comparison
- Technology Foresight Sweden Synthesis with packaging implications
- International Packaging Foresight
- Sensitivity analysis based on Scenarios for 2020
- Conclusions and discussion - future packaging implications.

Target groups

The report is a useful tool for executives and specialists involved in strategic product and business development at packaging and packaging material suppliers. It is also a base for executives and specialists in industry and trade involved in tactical and strategic supply chain and market development, where packaging can be used as a tool for added value and cost efficiency.

The Strategic Committee at Packforsk
 March 2001
 Financed by the Private Owners'
 Association Packforsk

The Foundation Packforsk - the Institute for Packaging and Distribution - is the partner for all interested parties in the packaging area. The principals are 250 member companies and IRECO (The Institute for Research and Competence Holding AB). Research is also financed by VINNOVA, the Swedish Agency for Innovation Systems AB, individual research foundations and by EU.

Packaging Foresight

Packa Futura 2001

I order copies of the report

- The company is a member of Packforsk and pays 500:- excl of VAT per copy
- The company is not a member of Packforsk and pays SEK 1,500 excl of VAT per copy
- Please send us, free of charge, Packforsk's list of publication
- Send information about advantages of a Packforsk membership, conditions and application forms
- We are interested in a customised workshop based on the report. Please contact us for discussion and quotation.

Name:

Company:

Address:

P O Box:

Country:

.....
(VAT.no. when ordering from EU-country other than Sweden)

Phone:

Fax:

E-mail:

Date:

Signature:

Order by
 Phone:+46-8-676 70 00
 Fax:+46-8-751 38 89

mail: Publication Orders
 Packforsk
 P O Box 9, SE-164 93 Kista, Sweden