

From “Visibility” to “Interaction”

2019 China Food and Beverage Packaging Trend Observation

GAME CHANGERS



INTRODUCTION

Packaging design is one of the most important parts of establishing the product image and generating the marketing strategy. The evolution of the product is inseparable from the development and innovation of packaging.

Today, packaging is becoming increasingly important in business decision-making. Packaging designs are constantly updating with the new materials, new situations, and new marketing methods.

Ipsos developed this report based on its in-depth market insight, and survey findings of over 800 consumers, who aged 18-40 years old and living in the tier 1-3 cities. This report summarizes the top 10 packaging trends in China food and beverage categories, and elaborates how packaging can motivate trial, stimulate repurchase and increase the interaction between brands and consumers by innovation of visibility, function and emotional connection.

GAME CHANGERS



Overview of Top 10 Packaging Trends

TRIAL

REPEAT

ENGAGEMENT & LOYALTY



Improve Visibility

- 1** Subverting tradition, going out of the ordinary
- 2** Less is More
- 3** Health Labels, the king of the age
- 4** What you see is what you get



Enhance Practicality

- 5** Upgraded user friendly, Details & Convenience
- 6** Environmental protection era, "Green" becomes a Trend



Extend the Role of Packaging

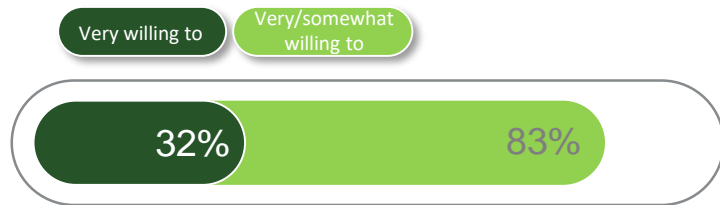
- 7** Cultural identification, Language Resonance
- 8** Create topic, Keep it active
- 9** High-End Packaging, Quality Premium
- 10** Interesting Interconnection, Technology Empowering

Trial – Packaging Visibility

Subverting tradition,
going out of the ordinary

The pursuit of novelty and uniqueness is a constant topic, especially for young and high-income groups. Consumers think that the distinctive product name, packaging form and color are most attractive.

To what extent will you be willing to buy products with novelty and unique packaging?



18-23 y.o.

monthly household income ≤ RMB 8000



24-30 y.o.

monthly household income RMB8001-12000



30-40 y.o.

monthly household income > RMB 12000



Eye-catching packaging has...

63% Unique product name

54% Unique package shape

43% Unique package color

35% Unique package font

23% Package with big pattern

12% Package with big font

Through the innovation of the product name, packaging shape, size and color, it effectively enhances the visibility of products on the shelves and stimulates consumers' trial.

Distinctive product name



The front of the package is printed with the big name '浪里个浪', which has strong visual impact, and cater with the frank personality of modern youngsters.

Unique package shape



The bottle cap imitates the design of fire extinguisher cap, and the drink will spurted out from it, which is easy to associate with the fire extinguisher. And the design is compatible with the product name 'kill inter fire', which stand out from the competitors.

Unique package size



Shelf

The length-width ratio of there chips are different from other similar products, so it's easy to stand out from the other products because of the visual prominence it shows.

Unique package color



This product re-matches the original color, using distinctive patterns and contrasting colors, etc, which enhance its visibility.

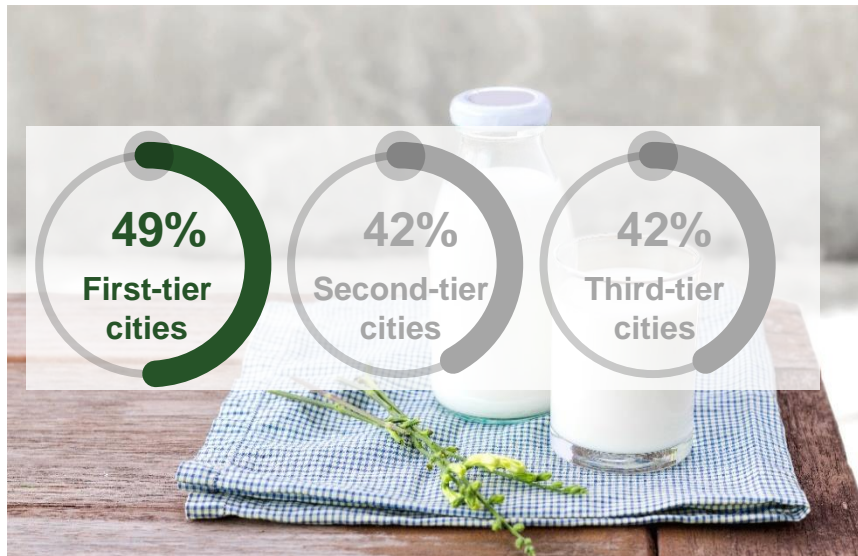
Trial – Packaging Visibility

Less is More

The clean and simple packaging can also attract attention. Packaging with too much information can confuse consumers and make them lose interest, especially for consumers from first-tier cities.

44%

Agree that clean and simple packaging is more attractive



52%

Will lose the interests of the packaging with too much information



Simple packaging which clearly shows the core features of the product can stand out from a complicated and colorful shelf, attracting the attention of consumers.

Abandoning complex packaging patterns and using white as the main color, it only convey the core information of the product, such as brand, origin, type and usage.

营田大米
Yingtian Rice



福成鲜到家酸汤鱼调料包
Fucheng Sour Soup Fish Seasoning Bag



Mainly white in color and distinguished from similar products in the market, it highlights the brand name, product and key claims.

太平米香威化

Taiping Rice Wafer, core selling point is "rice"

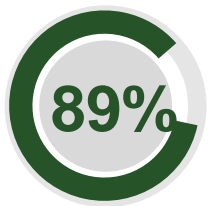


Trial – Packaging Visibility

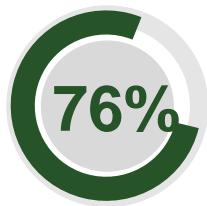
Health Labels, the king of the age

Consumers particularly focus on nutrition and health-related information on packaging, especially those above 24 years old and from first-tier cities.

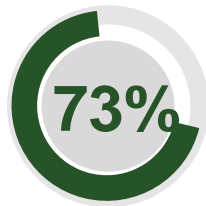
What kind of information on package attracts consumers' attention?



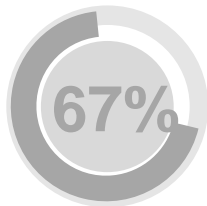
Production date
Expiration date



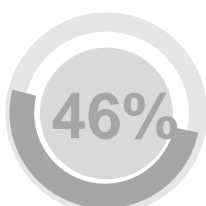
Statement of
health/nutrition, such as
no sugar, no added, etc.



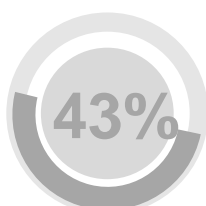
Nutrition list



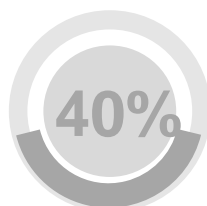
Certifications,
e.g. Green/organic
certification



Quality level



Manufacturer
/dealer information



Place of origin

Focusing on Statement of health/nutrition...

18-23 y.o.

68%

24-30 y.o.

79%

31-40 y.o.

80%

Focusing on nutrition list...

First-tier
cities

80%

Second-tier
cities

70%

Third-tier
cities

70%

18-23 y.o.

66%

24-30 y.o.

77%

31-40 y.o.

76%

More and more manufacturers put nutrition and health-related information on the center of package, which can be seen at first to effectively capture concerns of related information.

In order to highlight the health label, “0%” almost fills the front of the upgraded packaging.



The ingredient information is open to the consumers completely, which directly conveys the health claims of the product.



The front of the package only highlights “no sugar” and “whole wheat”, conveying its health benefits of sugar reduction, which can attract consumers with healthy lifestyle.



Different from others, the packaging puts detail labels of various nutrient of the product on it, which serves as selling points to be in parity with the product efficacy.



Trial – Packaging Visibility

What You See is What You Get

Consumers expect to see the real ingredients of products through packaging. Manufacturers display products or ingredients to deliver the sense of reality to consumers by using transparent packaging.

84%

...hope to see the real products through the packaging.

Transparent packaging allows consumers to see the specific products and ingredients. By presenting real products directly to increase the visibility of products to consumers.



Danone Activia Cereal yogurt



Orange Planet ice cream



Yili pure milk



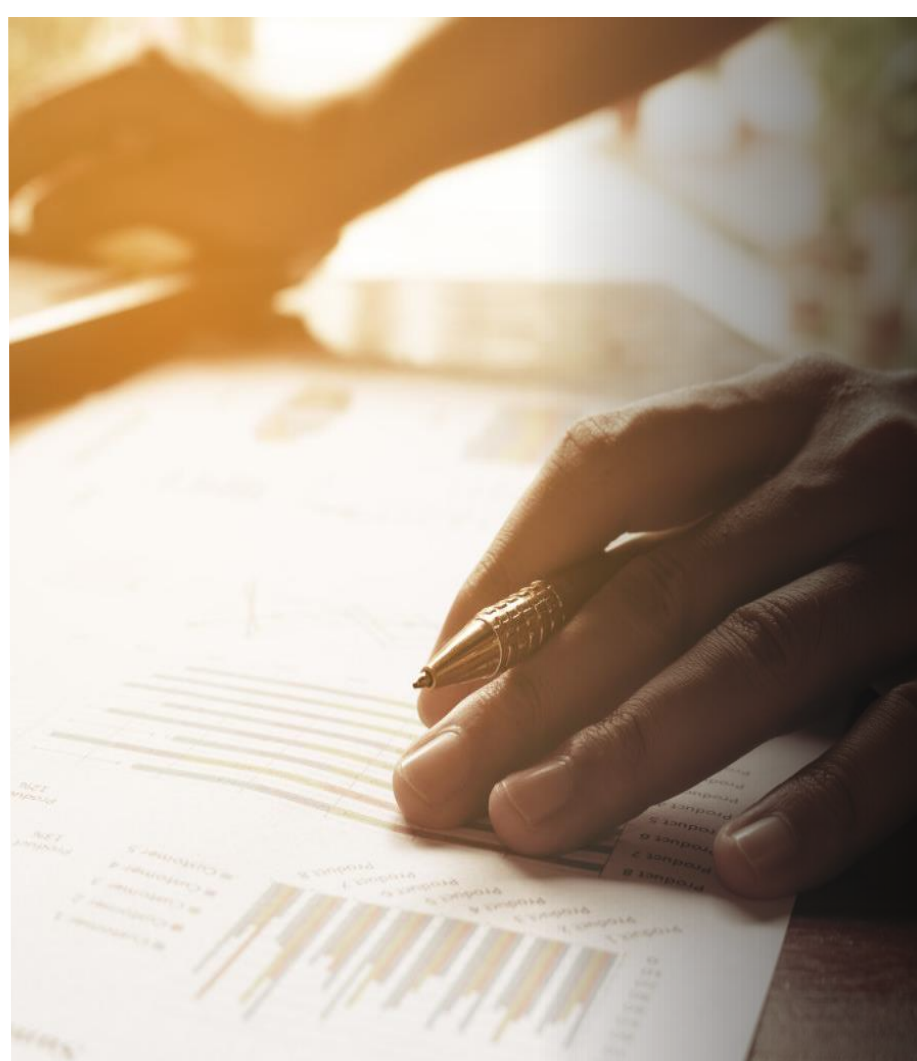
648° Chicken



CONCLUSION

Visibility (findable, identifiable) is an important part during the product purchase. Ipsos recommends to consider the following packaging design directions to improve product visibility.

- 1** Creating ideas based on product name, packaging shape and color to distinguish packaging from other similar products, which can specifically attract young or high-income consumers.
- 2** Displaying core features clearly and coherently on packages, which is easy to stand out from the competitors and win the favor and trust from consumers.
- 3** Putting the health and nutrition information to catch more concerns, consumers care about at the important position of package.
- 4** Displaying the raw materials of the product. Showing the real ingredients is much more convincing to consumers than the introduction on the package.



Repeat – Practicality of Packaging

Upgraded to user friendly,
Attention to Detail & Convenience

Consumers have higher requirements for packaging convenience, so manufacturers need to optimize packaging in detail according to the specific application to ensure a convenient and smooth experience.

91%



In addition to beauty and protection, convenience is an important aspect of packaging design.

Convenient packaging designs of dry and wet area separation ensure both taste and quality, which is convenient for eating dried fruit and nuts, simultaneously.



Daily Nuts

Benefiting from “locking fresh” technology, wet area can be separated from dry area. The moisture content of the dried fruit area is as high as 14%-20%, and the taste is more sweet; the nuts area can also maintain about 4% moisture content, ensuring a more crisp taste and more stable quality.

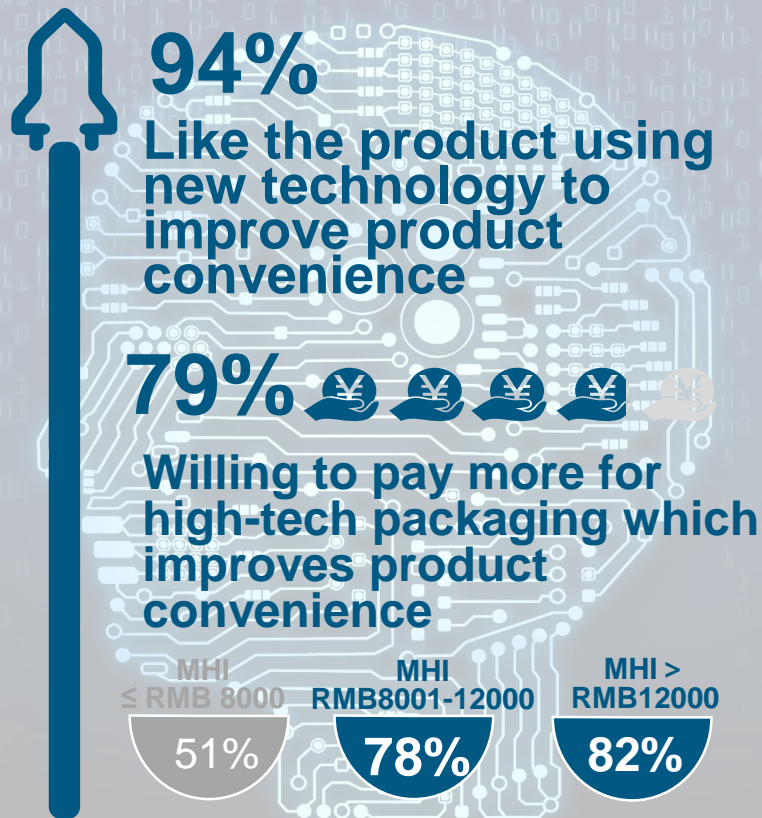
Accompanying cups and stir bars, it reduces the size of milk tea packaging to ensure a convenient and smooth experience during the usage.



Xiang Piao Piao Milk Tea

Consumers can drink milk tea anytime and anywhere using the accompanying cup and stir bar. What's more, compared with the traditional single-cup, this package will be much smaller and more convenient for consumers to carry around.

New technologies further enhance the convenience of the product user experience, and high-income consumers are more willing to pay more for high-tech packaging which enhances convenience.



The package with 'heating seat' brings convenience to consumers



hengdian bird's nest

The high-tech design at the bottom of product is for heating which makes it easier for consumers to use and reflects the characteristic of 'fresh made'.



Self-heating hot pot is with no electricity and fire, consumers just need to add cold water in and then it is heated automatically.

This technology is derived from a heat-generating pack with a patent for invention. This multi-purpose heating pack has a water temperature of above 150°C and a steam temperature of 200°C after adding cold water for cooking, which is safe, fast, and delicious.

Repeat – Practicality of Packaging

**Environmental protection era,
“Green” becomes a Trend**

In line with the current environmental protection culture, consumers are increasingly willing to pay more for environmentally friendly packaging, especially upper-middle income group.

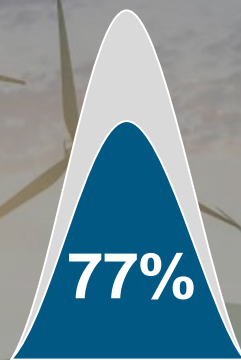
To what extent are you willing to pay more for eco-packaged products...



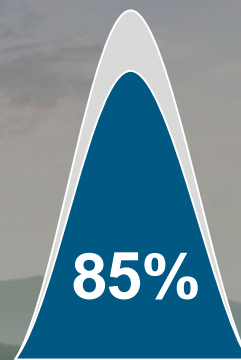
Total



Household Income
≤ RMB 8000



Household Income
RMB 8001-12000



Household Income
> RMB 12000

Consumers prefer products with environmentally friendly packaging, to reduce the waste of re-sealable packaging and reusable packaging.

Like it?

91%

Eco-friendly packaging
Such as degradable, recyclable

91%

To reduce the waste of re-sealable packaging

81%

Reusable packaging

Willing to pay more?

82%

80%

76%

Eco-friendly packaging



Kirin KECAF Tea
100% recycled bottle
is easier to recycle and
reuse, which can
effectively alleviate
environmental
pollution.



Starbucks' straws and packing bags, all of these are made of paper.

Packed in canvas bag, which can be reused many times



Sunnyhills Pineapple Cake

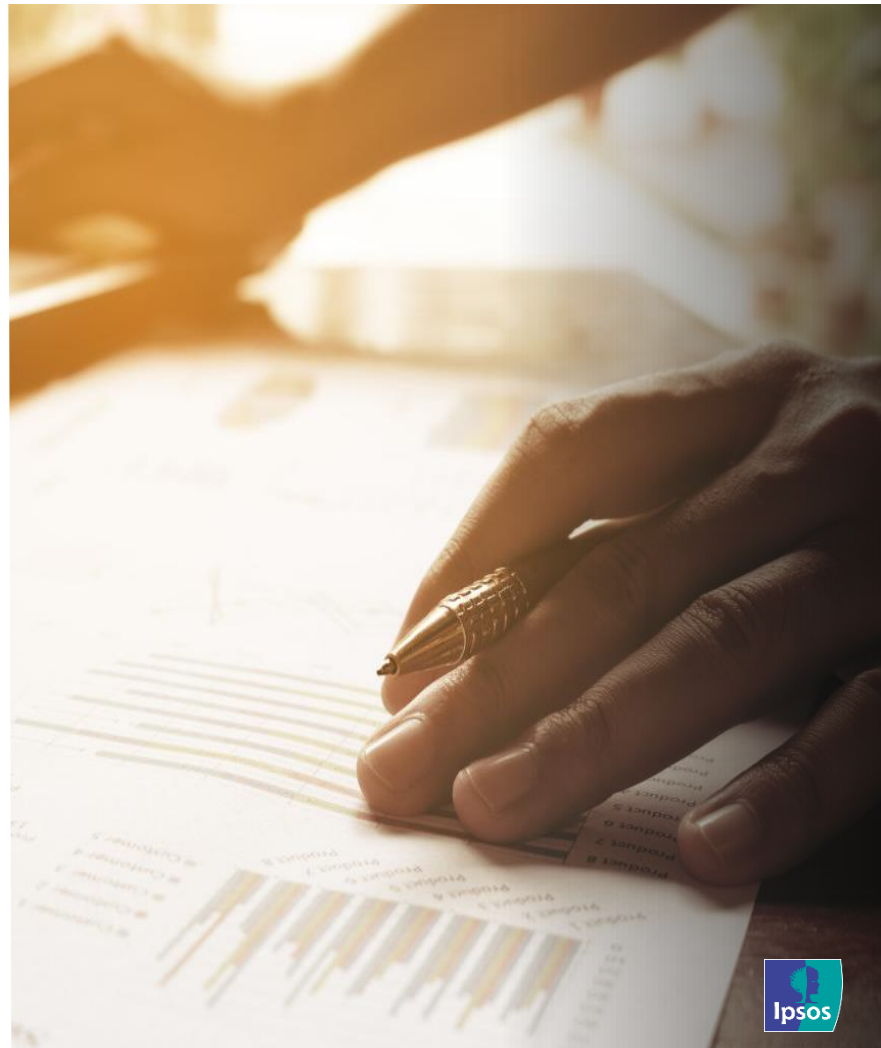


CONCLUSION

“Practical and easy-to-use” are important aspects to improve the product experience and stimulate repurchase. Ipsos recommends to focus on the following aspects to optimize packaging.

1 Consumers have higher requirements for packaging convenience. Manufacturers should be immersed in real-life scenario, and then optimize the packaging in detail, to ensure the convenient and smooth experience.

2 Environmental protection has become closely connected to daily life, and the concept has gradually extended to the field of packaging. Manufacturers can consider how to design an environmentally friendly, waste-reducing and reusable packaging, which is one of the methods to increase the packaging's distinctiveness.



7

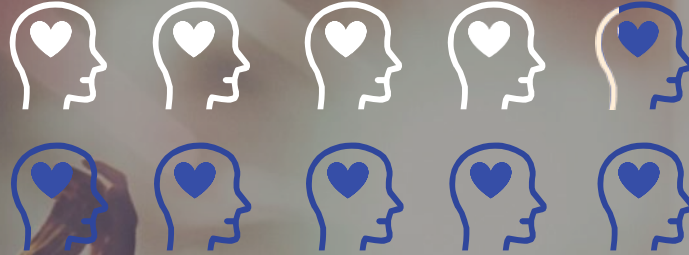
Engagement & Loyalty - Extensibility of packaging

Cultural identification & Language Resonance

A group of seven young adults, four women and three men, are captured in mid-air, jumping joyfully in front of a grey stone wall. They are all smiling and have their arms raised, conveying a sense of excitement and happiness. The group is diverse in age and appearance. The background is a textured wall made of grey rectangular stones. The ground is paved with light-colored square tiles.

More and more consumers are not only satisfied with the functions of products, but also pay attention to the emotional resonance with products, and prefer to buy products with “attitude”, “sense of identity”, and consistent concept. This is particularly obvious among young people; packaging has become an important carrier of brand emotional communication.

41%



Prefer to purchase products that could connect with me at emotional level

46%
18-23 y.o.

39%
24-30 y.o.

39%
31-40 y.o.

Manufacturers should not only understand the preferences of the target consumers, but also understand their unique cultural values and attitudes. What's more, communicating and resonating with them through packaging in the language of TA.

Communicating in the language of TA on packaging



WEICHUAN Daily C

Dare to break the classic image, Daily C is constantly trying new packaging, focusing on popular topics and social scenes that youngsters are interested in, and bring happiness to consumers with warm and interesting words. Young consumers can satisfy their emotion by collecting bottles. Also, the popularity and boom of social network provide consumers with a platform to show their bottles and display their life qualities as well.

Catering to young people's attitude and culture



WANGLAOJI Black Herbal Tea

Abandoning the traditional ground color, black herbal tea gives itself a full bottle of young elements. The body of bottle is filled with 88 different colorful icons, including gamepads, kitties, comic books and so on, which represents 88 different attitudes towards youth. with blue, green and pink shadings, it vividly show the style of the two-dimensional culture.

Capturing the 'personalized' needs of young people



XIAOMING 'SHAME ON YOU'

The brand has captured the characteristics of chasing "personalization" of young people and integrates it into product design. On the body of bottle, it only has an empty facial outline with facial features disappeared completely. Consumers can doodle randomly and make a creative face on it.

Engagement & Loyalty - Extensibility of packaging

Create the topic & Keep active

Products of special/limited edition can activate the purchase intention and lead the continuous attention towards the brand. Special/limited packaging related to traditional culture, film/TV dramas and animation are popular among consumers.

69%

Willing to buy products in packaging of special/limited edition

83%

Stay focused on the brand/product trends after buying the special/limited edition

Traditional culture theme

80%

Film/tv theme

76%

Animation theme

73%

Exotic culture theme

72%

Game theme

62%

Star theme

59%

Limited edition packaging related to the traditional culture, movies and animations



Co-branding with "National Treasure"



Co-branding with famous mobile role play game "love with producer"



Co-branding with "The Avengers"

Packaging of season themes are also another effective way to drive the popularity of topic and improve consumer loyalty. Themes related to Chinese festivals and seasons are popular among consumers.

75% Willing to buy products in packaging of seasonal theme

Related to Chinese festivals

e.g. Dragon boat festival & spring festival

89%

Related to seasons

e.g. Spring summer autumn & winter

85%

Related to Chinese solar terms

e.g. Spring Equinox & Summer begins

77%

Related to western festivals

e.g. Christmas & Easter

66%

Packaging of season theme



Packaging of Sakura theme

Packaging that sticks to the "daily topic "

Anchor "NEWS" bottle

A piece of news is printed on the bottle which let consumers know the latest information in time when enjoying the fresh milk, and make consumers believe that the milk "fresh" enough.



Engagement & Loyalty - Extensibility of packaging

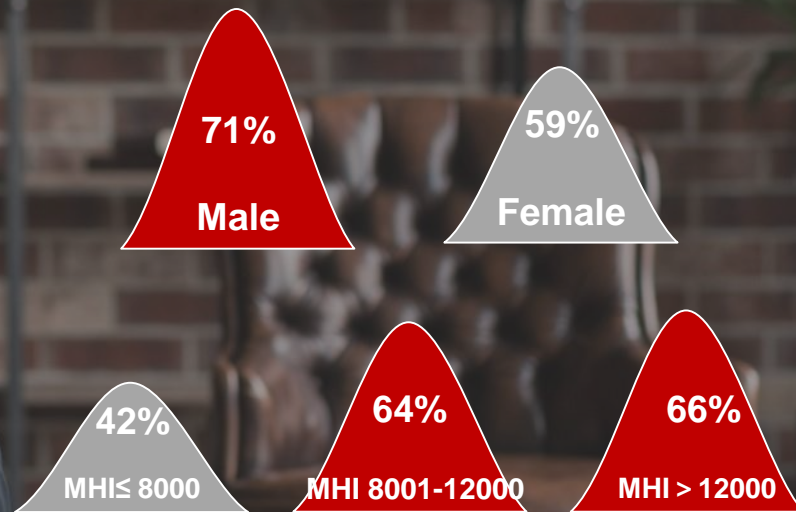
High-End Packaging & Quality Premium

Product class is closely related to packaging. Males, middle and upper income level people are willing to pay more for high-end packaging.

64%



Willing to pay more for the high-end packaging



Materials with higher value, artistic packages and patterns can improve the premium of products.

High-End Materials Upgrade the Class of Product Artistic Designs Improves the Class and Taste of Product



Nongfu Spring Natural Mineral Water in bottle glass

The glass material and delicate pattern help to improve the product grade. The bottle of Nongfu Spring high-end mineral water is made of glass, the design is also very elegant, which is different from the plastic bottle of traditional mineral water.

Patterns on the bottle are four typical animals, three plants and one typical climatic of Chinese Changbai Mountain, and it also has a number of words and text descriptions on it. Each number represents a story with profound meaning.



Bestore Stocking Gifts

The overall box shape imitates the structure of dining box in ancient China, and the Chinese styled design is very simple and generous, which enhances the overall product grade.

The inner design is made up of several separate boxes, and the outer packaging of these boxes is integrated with the illustrations of Pop Art, which makes the packaging more Western-styled.

The total gift box in Chinese classic style, with a variety of Western art patterns, perfectly presents the quality of high-end snacks.

Engagement & Loyalty - Extensibility of packaging

Interesting Interconnection & Technology Empowering

Interesting packaging can attract consumers' attention and bring more “Surprises” to them. Specifically for consumers from first-tier cities.

58%

Agree that ‘Interesting packaging can catch my eyes.’

64%

First-tier cities

57%

Second-tier cities

53%

Third-tier cities

Delicious and Interesting Packaging



Akoko Sweetheart Cube

The product is packaged in a "cube" shape, and consumers can pick up the product in cells separately.

It integrates beautiful appearance and fun together, which can better cater to the preference of youngsters.



Amos 4D Block Candy

The product is packaged in the shape of building blocks which can be easily piled. Moreover, different colors are available for buyers of different gender.

New technologies can better connect and interact with consumers, and add more fun as well. Obtaining more product information, acquiring more knowledge and improve interactive experiences are three popular ways of interaction.

Interaction between AR Technology and Consumer

89%

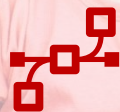
Interested in interactions
with new technology



80% Scan to get product
information



78% Acquire more knowledge



75% Participate in interactive
experience



Baidu × Yili Weiweizi Voice Bottle

The cooperation between two brands initiated the new technology of “voiceprint recognition + AR technology”, extending a more interaction way of voice + AR. When the user scans the voice pattern on the bottle, the AR mechanism can be triggered. Users can immerse themselves in the starry sky, and they can hear the sound of Lu Han if they click it. Users can also record their own voices, generate their own planet in the AR scene, and share the voice to friends.



CR Cestbon “Cestbon Time Commemorative AR Bottle”

In order to greet the 40th Anniversary of Reform and Opening, it uses AR technology to condense the development and representative events of 40 years into the Cestbon bottle. As long as you scan the AR pattern on the bottle, a 3D animation will be displayed.



CONCLUSION

“Enhance product connectivity with consumers” is an important way to maintain long-term consumer loyalty. Ipsos recommends to utilize the product packaging to further enhance customer connection and the identity of target group.

- 1** Discovering the unique culture and attitude of TA and integrating their “language” into the packaging design can stimulate sense of empathy and identity, which is very important to attract young people.
- 2** Packages of special/limited edition and season theme contribute to activate repurchase and drive brand attention. Themes related to traditional culture, movie/TV, animation, Chinese festival and seasons are very popular.
- 3** Packaging consumption is constantly upgrading. Materials with higher values and artistic designs can improve product grade as well. Male and high-income group are particularly willing to pay for high-end packaging.
- 4** Interesting packaging can create surprises, and new technology reinforces the fun during the process of interaction. Getting more product information, acquiring more knowledge and improve interactive experiences are three popular ways of interaction.



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ENGAGEMENT & LOYALTY



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A woman with long blonde hair, wearing dark sunglasses and a light-colored top, is leaning out of the open driver-side window of a silver car. She is smiling broadly. The background is a blurred, hazy landscape under a soft, warm light, suggesting a sunset or sunrise. The car's side mirror and part of the dashboard are visible.

Ipsos

Our service: INNO PACK solutions

IPSOS INNO PACK

Provides a full range of services from consumer and brand insights to packaging designs and evaluation, to help brands shape their packaging image.

Packaging Insight and Design



INSIGHT

IDENTIFY DISTINCTIVE ASSETS
and determine the optimal set to help maximize the memory & attention saliency. Understand whether packaging drives or undermines equity, and combine consumers' feedback to find the insights.



STRATEGY

Understand the brand and product series, the differences of various product series and their TA from a long-term perspective in order to specify the overall packaging design strategy.



CREATE

Develop packaging design system and visual design solutions based on consumer insight and brand & product strategy.



VALIDATE

LATER-STAGE VALIDATION
using real or virtual shelves. KPIs which transform into sales forecasts. Leverages high tech metrics such as online eye tracking and response time measurement.

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GAME CHANGERS

