TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA ALIMENTOS E BEBIDAS

Patrick Farrey
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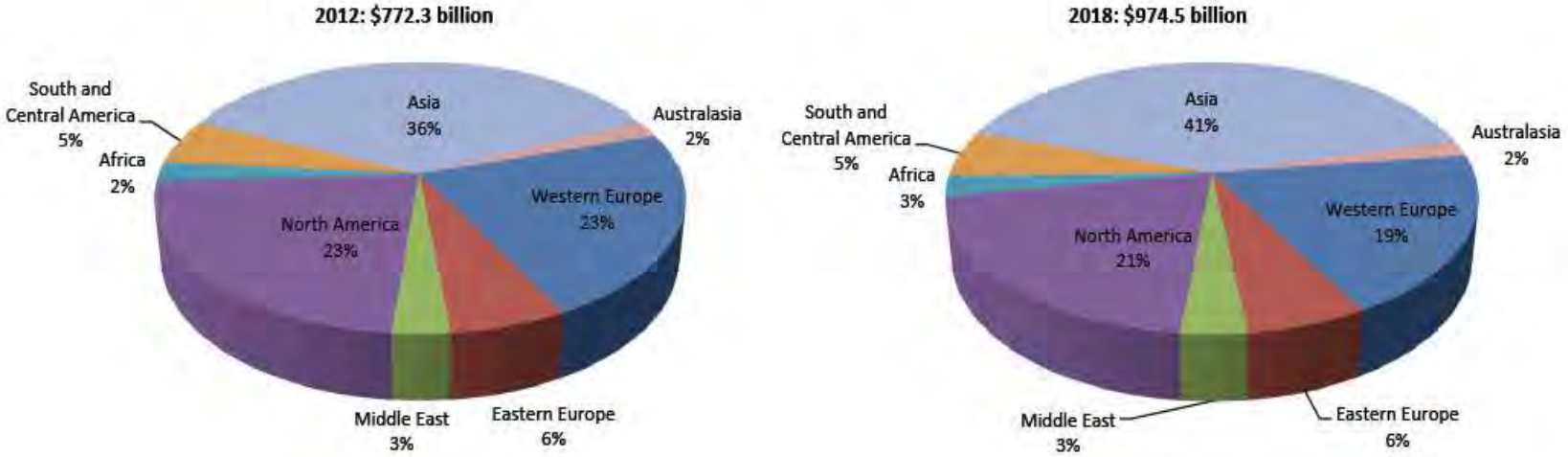
Patrick M. Farrey
serves as the Executive Director of Institute of Packaging Professionals, the largest individual membership organization in the U.S. packaging industry. Farrey also serves as a Strategic Advisor and member of the Board of Directors of other packaging associations, including World Packaging Organization, Contract Packaging Association and AMERIPEN.

Prior to joining IoPP, Farrey was a Vice President and Publisher of several important U.S. packaging trade journals, including *Food & Drug Packaging, BrandPackaging, Flexible Packaging* and *Journal for Packaging Professionals.*

Farrey has worked closely with various industry and governmental organizations to promote the packaging industry in the global marketplace. He has spoken at industry events in the U.S., Asia, Europe and South America.

Farrey holds a Bachelor of Arts degree in Industrial/Organizational Psychology. He is a member of American Society of Association Executives and Association Forum of Chicagoland. He is involved in a variety of local and national charitable endeavors. He and his three boys live in Chicago, Illinois.

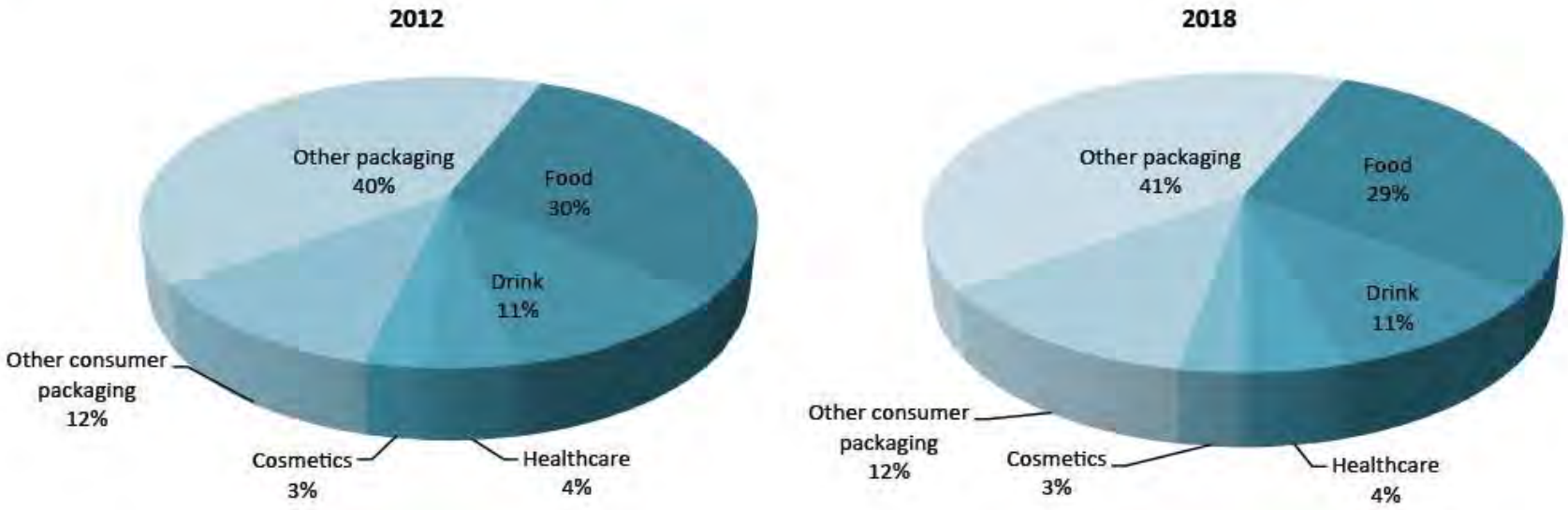
FIGURE E.2 World packaging consumption by region, 2012 vs 2018 ($ billion)



Note: constant 2012 prices and exchange rates

Source: Smithers Pira

FIGURE E.4 World packaging consumption by end-use sector, 2012 vs 2018 ($ billion)



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Source: Smithers Pira

TABLE 2.2 Packaging consumption by country, 2008-12 ($ million)

Country	2008	2009	2010	2011	2012	% change 2011-12	CAGR (%) 2008-12
US	141,450	126,969	133,486	141,700	145,598	2.8	0.7
China	79,050	84,560	105,069	123,286	136,771	10.9	14.7
Japan	57,738	56,917	60,942	67,643	66,102	(2.3)	3.4
Germany	40,022	33,002	34,348	38,169	34,299	(10.1)	(3.8)
France	33,688	28,463	28,162	31,631	28,456	(10.0)	(4.1)
South Korea	25,473	22,656	25,429	27,169	27,838	2.5	2.2
Italy	30,360	26,151	25,831	29,082	27,339	(6.0)	(2.6)
UK	25,611	19,800	21,181	23,032	23,757	3.1	(1.9)
Brazil	20,719	19,332	23,447	25,291	23,210	(8.2)	2.9
Spain	24,004	20,393	19,619	21,502	19,446	(9.6)	(5.1)
Russia	18,046	14,790	16,433	17,928	18,242	1.8	0.3
Canada	16,550	13,896	16,027	17,218	16,876	(2.0)	0.5
India	12,465	12,120	14,610	15,410	15,179	(1.5)	5.0
Mexico	11,898	9,935	11,092	12,517	12,926	3.3	2.1
Australia	10,227	8,970	10,690	12,302	12,745	3.6	5.7
Others	8,804	9,055	9,826	10,330	10,735	3.9	5.1
Turkey	8,138	6,419	7,321	7,608	8,072	6.1	(0.2)
Taiwan	6,437	6,033	6,717	7,557	7,929	4.9	5.3
Poland	8,927	7,724	7,917	8,535	7,926	(7.1)	(2.9)
Switzerland	6,656	5,845	6,430	7,640	7,376	(3.5)	2.6

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U.S. Food & Beverage Packaging must be:

- ✓ Personal
- ✓ Honest
- ✓ Convenient
- ✓ Simple
- ✓ Digital

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- ✓ Personal

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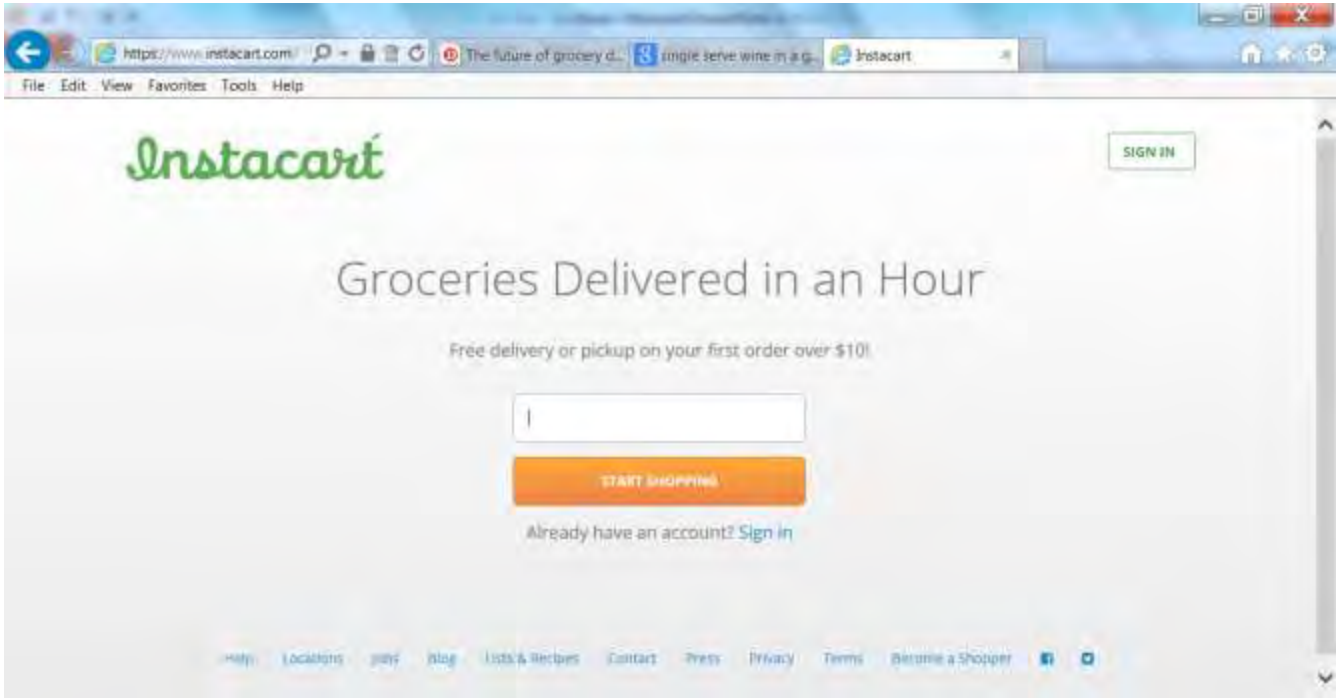
✓ Digital



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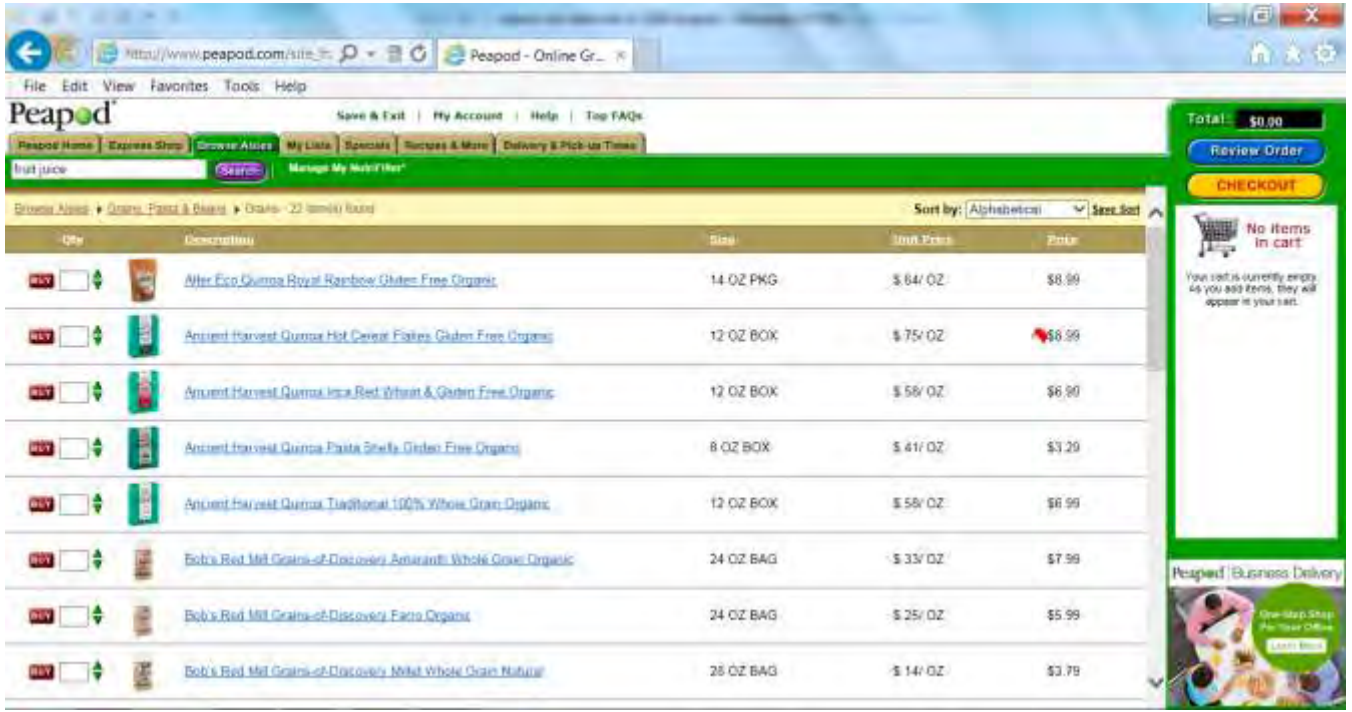

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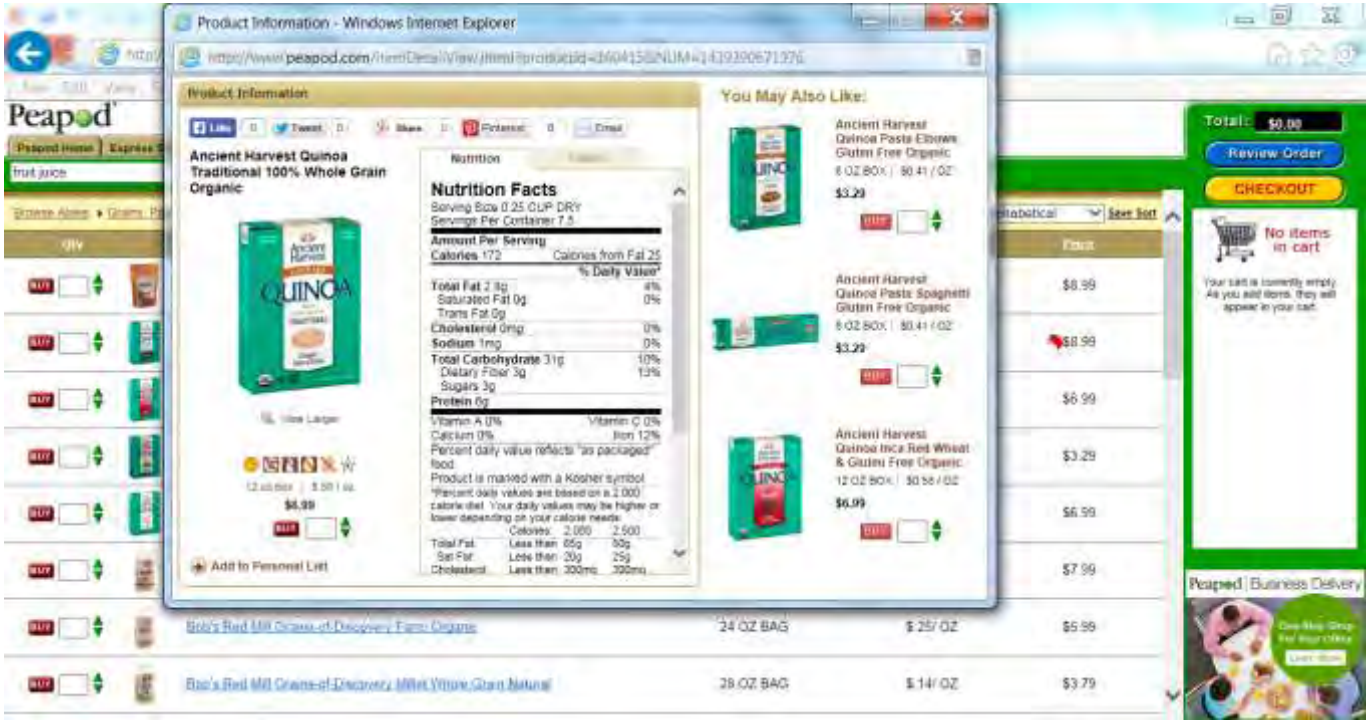

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<u>The increasing importance of sustainable development</u>

- 56% of Americans say they prefer to buy food products with sustainable packaging.
- 42% of Americans are willing to pay more for sustainable packaging.
- 60% said they prefer products which has packaging that includes recycled materials.

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The demand for supply chain transparency

- Improving the entire supply chain's traceability of packaging is one of the key ways to further enhance leading brands.
- Brands should communicate to consumers how they protect the integrity of procurement, transport and supply chain traceability.
- Companies that manufacture reusable packaging which expands to secondary use have an edge with U.S. consumers.

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The rise of new barrier material / coating technology

- Paperboard and other board stocks are expected to grow by about 6% annually in the U.S. market.
- The increased use of board stock comes a challenge: How to ensure safe and effective use of coating technology in such packaging, especially with food products.
- American food manufacturers are keeping a close eye for developments in barrier technology that have the net result of better protection of packaged foods.

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Sustainability

- Consumers continue to place value on the three R's—reuse, recycle and repurpose, with growing emphasis on repurpose.
- Hillshire Farms has created packaging for its lunchmeats that is capable of being repurposed as home use containers.
- Consumer repurpose, rather than recycle, these containers.

The label

- Labels have an even more critical role in food packaging, beyond listing ingredients and nutrition facts.
- **The Food Allergen Labeling and Consumer Protection Act** mandates that labels of foods containing food allergens (milk, eggs, fish, peanuts, etc.) declare the allergen in plain language, either in the ingredient list or with the word "Contains" followed by the name of the major food allergen. For example, "Contains milk, wheat."

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The label

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The label

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Rice packaging evolves

- No longer just paperboard and bags.
- Borrowing ideas from other categories, for stand-out presence on the store shelf and lower production costs.
- Rice in standup flexible pouches is increasing, because:
  - More closure options are available;
  - Re-closable zippers don’t require consumers to tear the pouch to open;
  - Machinery can now apply these packaging features in-line at full speed during filling and sealing, with minimal downtime or changeover issues.

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The organic craze

- Significantly increased consumer demand for organic and gluten-free products.
- Now entire grocery aisles are devoted to organic and gluten-free products.
- Organic and natural food product sales are forecast to account for nearly 15% of total food sales by 2020.
- Easy-to-understand labeling pertaining to ingredients, along with graphics that impart a clear product benefit message, are crucial to success in the U.S. market.

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Snack-happy

- Mintel reports that America is a nation of snackers.
- 94% of consumers snack daily.
- That creates tremendous opportunities for product manufacturers and packages in everything from soup to nuts.
- The classic example from the past decade is Campbell's decision to turn soup into a snacking occasion, as another option to a meal, to increase incremental product sales.

ENTIDADES SETORIAIS

IBRAVIN - Instituto Brasileiro do Vinho

ABICAB - Associação Brasileira da Indústria de Chocolates, Cacau, Amendoim, Balas e Derivados

ABIARROZ – Associação Brasileira da Indústria do Arroz

ABBA - Associação Brasileira de Exportadores e Importadores de Alimentos e Bebidas

Instituto de Promoção do Desenvolvimento.

ABIMAPI - Associação Brasileira das Indústrias de Biscoitos, Massas Alimentícias e Pães e Bolo Industrializados

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