

TREND ACTIVATION

Euromonitor assumed the role of a strategic partner for the client's C-Suite team, delivering an expert-led presentation on global sustainability trends and the future sustainability landscape. This presentation was instrumental in shaping and driving their product portfolio strategy.

Challenge

Striving to establish itself as a leading provider of sustainable packaging solutions, the client was keen to delve into the latest global innovation trends and maintain continuous awareness of their evolution.

Approach

A comprehensive approach allowed our Sustainability team to identify global case studies highlighting how companies accelerate their sustainability goals:

- » Leveraging the internal Passport database, insights from our in-house experts and supplemented by secondary sources and in-depth interviews; the Sustainability team meticulously identified the most current global sustainable packaging trends and sub-trends across key themes such as sustainability, FMCG and packaging.
- » Added an explanation of the driving forces behind each of these trends, such as the roles played by consumers, retailers and brand owners.
- » Supplied examples of new product innovations, sustainable packaging instances and emerging concepts that serve as tangible manifestations of these trends.



Impact

The results of this study enhanced the client's understanding of emerging and impactful sustainable packaging trends, while also providing a source of inspiration for fresh, creative ideas and stimulating internal thinking and guidance as the company embarked on strategic growth planning for the next 5-10 years.