



CREATING IMPACT WITH YOUR PACKAGING

*Packaging trends in the
CPG space*

Identifying packaging platforms that have helped brands create engagement and up their game

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Optimized Packaging Solutions

WHAT IS IT?

Ergonomically-built product packaging that preserve product freshness, minimize waste, and improve portability.

WHAT DOES IS IT MEAN?

Signifies a brand's investment in the customer experience in terms of convenience and the ecological impact of their products.



100% edible packaging for bite-sized bars



Airless pump for cream personal care products



4 rolls squeezed into one box
→ more compact & less contamination



Press-button vacuum-release lid across products with jars

Packaging Made for Me

WHAT IS IT?

Tailormade packaging that often features a customer's name/image, meaningful message.

WHAT DOES IS IT MEAN?

By offering personalized packaging, brands convey that they value their customers as unique individuals, which can significantly strengthen consumer loyalty and provide a more intimate brand experience.

LICIOUS

Showcased the brand's top users

CADBURY

Printed consumer names on cans

LOTSAS!

Customized bite-size cake flavours in a box

LAYS

Smiles of consumers from all over the world

NUTELLA

has a new name. Yours.

Allowed consumers to customize their own jar

CADBURY

Themed chocolates for loved ones

Sustainably Served Packaging

WHAT IS IT?

The use of materials and designs that are biodegradable, compostable, and minimize environmental impact.

WHAT DOES IS IT MEAN?

Brands adopting this trend signal their proactive role in environmental stewardship, catering to a growing consumer base that values eco-friendly practices.

PANGEA



Packs embedded with seeds for planting

VIG PAK - 'BRRR BOX'



100% biodegradable coolers, avoids styrofoam usage

SAPLING



Recyclable dodka refill pouches

GAEASTAR



On-the-go food packaging with clay-based alternatives (inspired by Kulhars)

PERRIER-JOUËT



A gift box made with paper pulp and 5% vine cuttings

TRACELESS



100% certified biobased, home compostable and plastic-free

Eco-elegant Packaging

WHAT IS IT?

Packaging that are plantable, biodegradable and refillable to eliminate plastic, executed in a way that is visually pleasing & aligns with brand image

WHAT DOES IS IT MEAN?

Underscores the brand's commitment to sustainability without compromising on design quality, appealing to eco-conscious consumers who also value product presentation



L'OCCITANE

Plastic-free pouches to refill main body wash pack



IKEA

Commitment towards zero-plastic packaging by 2028



SAMSUNG

100% recyclable packaging



NYKAA

Biodegradable perforated packing material



CAUDELE

How to recycle Premier Cru The Cream

- 1 Keep the glass jar and the cover
- 2 Recycle the empty refill in the recycling bin
- 3 Insert a new refill into your jar

Refillable moisturizer containers

Smart Packaging

WHAT IS IT?

Combines tangible packaging with digital enhancements, such as QR codes for recipes and tracking, AI for creative designs, collaborations for themed packaging, and blockchain for transparent tracking.

WHAT DOES IS IT MEAN?

Reflects a brand's commitment to innovation, providing a richer and more informative user experience while leveraging technology to build trust and brand engagement.



FOREO
WHAT'S IN THE BOX?
LUNA mini 2 Pearl Pink
Starter Guide
FOREO.COM/SUPPORT
Basic Manual
USB Charger
Phygital packaging instructions



SWEET CHEEKS
Using AI for surreal packaging design



KELLOGG'S - Eggo
Minecraft QR link



SILAL
Blockchain tracking



VITA COCO
QR code linked to product info & website



BETTY CROCKER
Scannable recipes & inspiration



DIGIORNO
QR code linked to customer service

Cross-Over Packaging

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WHAT IS IT?

Showcases products housed in packaging typically associated with other items, offering a playful and unexpected twist that can capture consumer attention and create buzz.

WHAT DOES IS IT MEAN?

Underlines a brand's ingenuity and willingness to step outside traditional marketing norms to create memorable, shareable consumer interactions.

ADIDAS



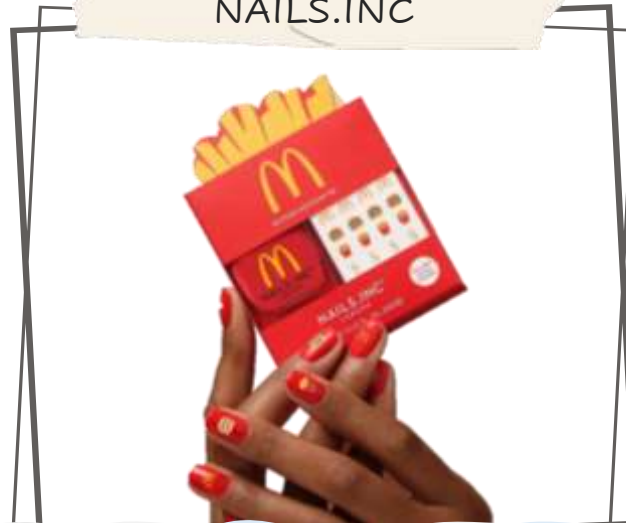
Restaurant motifs & branding on the Adidas shoe boxes

NISSIN CUP NOODLES



Premium t-shirt brand maximizing reach via Nissin cup noodles cup

NAILS.INC



Nail stickers with McDonald's branding & packaging elements

GENTLE MONSTER



Sunglasses brand Gentle Monster used gummy packaging to launch their 'Jelly' collection

Transparent Packaging

WHAT IS IT?

Clear packaging that displays key product attributes through either a viewing window or 100% transparency supports informed purchase decisions for those scrutinizing ingredients or the freshness of items.

WHAT DOES IS IT MEAN?

For brands, it means leveraging transparency to strengthen credibility and make a clear statement of authenticity in a competitive market.

AQSUAN



Transparent packaging across the entire makeup line

HONEYGREEN+



100% transparent honey container

COSTA



Coffee in a transparent can

GOLD FLEX



Transparent window to see the freshness of frozen vegetables

Story-telling in Packaging

WHAT IS IT?

Includes detailed information about the product but also weaves in the brand's ethos, history, or product journey into each layer of packaging.

WHAT DOES IS IT MEAN?

Brands can deepen customer engagement, as it appeals to the desire for authenticity and connection with the products they choose to bring into their lives.

MELT



Famous art on individually wrapped chocolates

OREO



Raising awareness about pet adoption via QR code

THE WHOLE TRUTH



Transparent nutritional disclosure in a fun way

OATLY



Brand story through engaging visual and text

INDIGO



Airline food in fun and engaging packaging formats

Unboxing Experiences

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WHAT IS IT?

Enhances the moment a product is unveiled, turning it into an event that heightens anticipation and joy.

WHAT DOES IS IT MEAN?

These experiences cater to a culture that values the ritual of unboxing, often shared on social media, and underscores the brand's attention to detail and commitment to excellence, starting from the very first touchpoint with the customer.

SONY - PLAYSTATION



Neat compartmentalization of PS5 packaging

DYSON



Multi-component hair product packaging

SONOS



Clean, simple sound system packaging

APPLE



Minimal, white packaging for headphones

Sensorial Packaging

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WHAT IS IT?

Engages multiple senses, incorporating visual, olfactive, tactile elements that offer both functional and sensory delight. These packs invite touch, while visually stimulating designs mimic the product's texture.

WHAT DOES IS IT MEAN?

Brands adopting this approach are seen as innovative and customer-centric, focusing on creating a comprehensive sensory experience.

RARE BEAUTY



Moisturizer pack that is designed for a hand massage

BATH & BODY WORKS



Sensory descriptors > mere ingredients

MAGNUM



Tactile crunchy texture of product

COCA-COLA



Temperature-activated packaging on cans in cold/heat

Clutter-Free Packaging

WHAT IS IT?

A minimalistic approach that often employs a mono-tone or duo-tone color scheme, providing a visually clean and modern look.

WHAT DOES IS IT MEAN?

The selective use of color enhances the pack's visual appeal and supports a brand's identity in a clear and concise manner, aligning with contemporary consumer preferences for sleek and uncomplicated design.



Simple colours & single images on baby food



Minimal text and visuals on a matcha product



Duo-tone packaging for headphones



Mono-tone packaging for cans of tea

Pledge through Packaging

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WHAT IS IT?

Leverages design elements typically associated with pharmaceuticals or nutritional products to convey a sense of clinical expertise and health-focused benefits.

WHAT DOES IS IT MEAN?

By doing so, these brands capitalize on authenticity to imply a higher level of quality and care in their formulation, regardless of their actual retail environment.

HU



Paper packaging of paleo chocolate bars

SWISS IMAGE



Minimal packaging for face & body products

METHOD



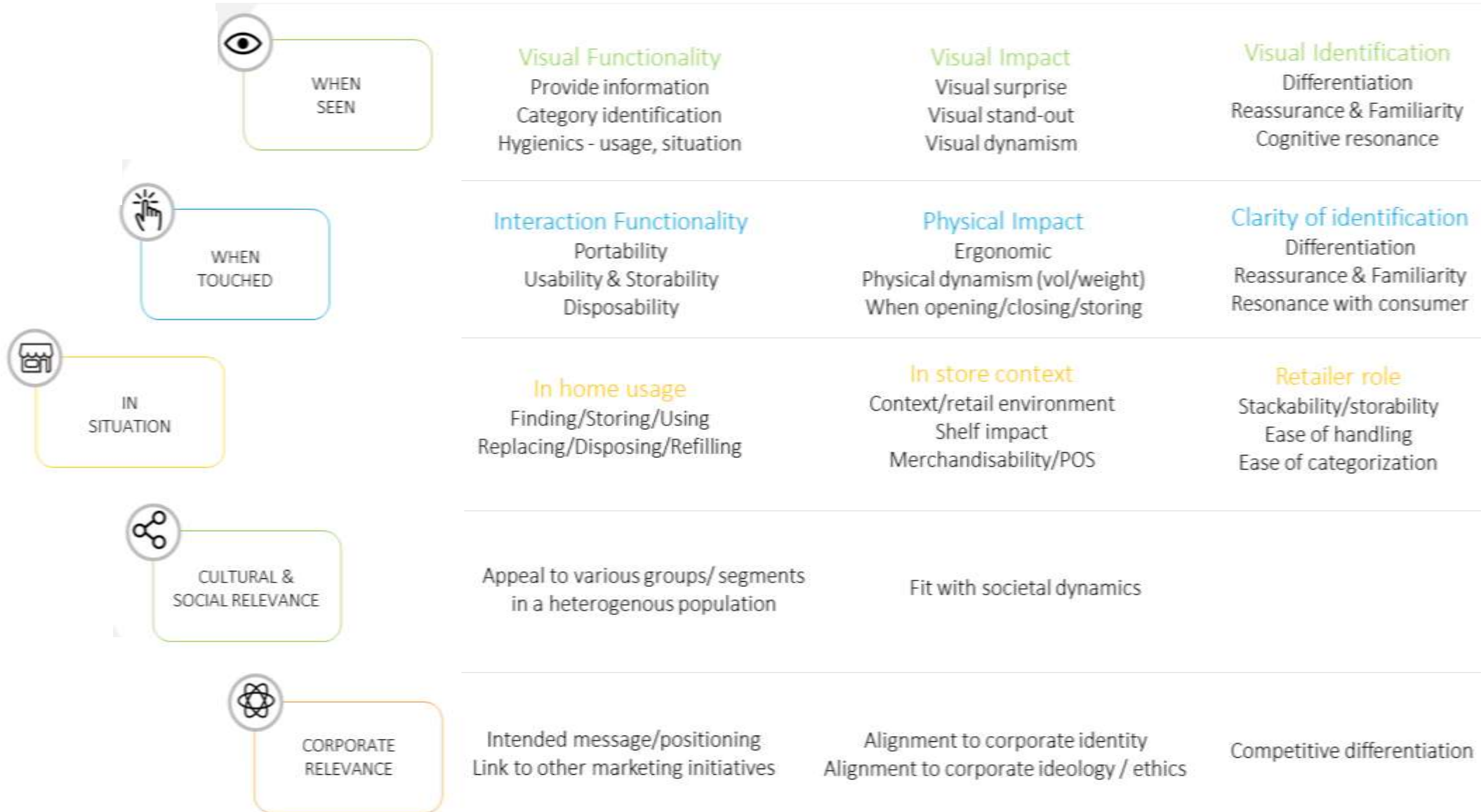
Clean, grayscale packaging for aluminum-free deodorant

BOKA



White and clean packaging for toothpaste

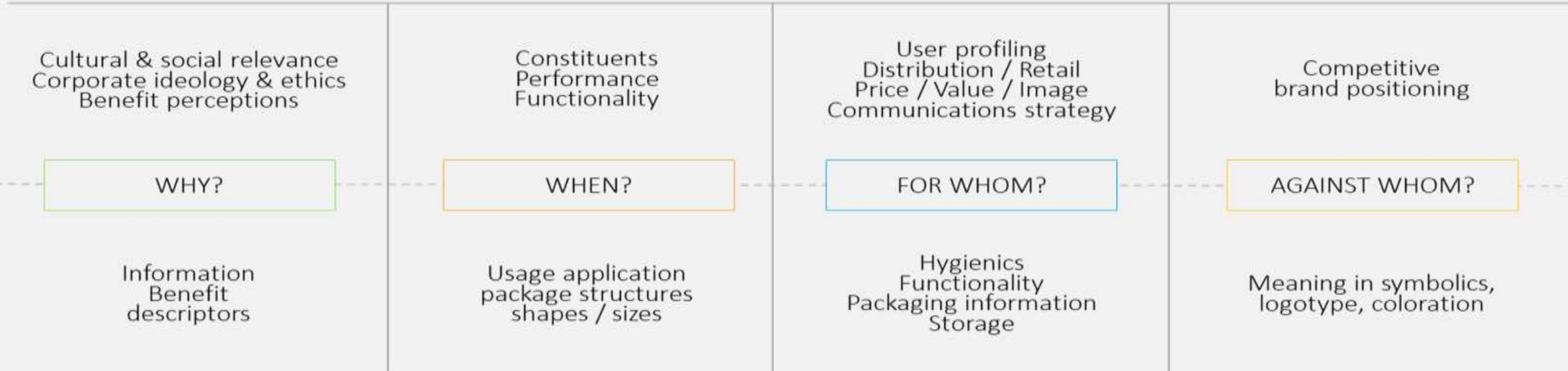
THUS, PACKAGING DESIGN WORKS IN MANY WAYS ACROSS CATEGORIES



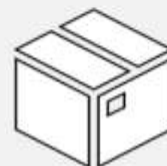
WE UNDERSTAND THE CRUCIAL ROLE OF DESIGN ELEMENTS IN CREATING BRAND IDENTITY



BRAND IDENTITY AUDIT



DESIGN IDENTITY AUDIT



TO FACILITATE IMPACTFUL INSIGHTS, WE HAVE THE 4SiGHT FRAMEWORK OF EVALUATION

THE 4SiGHT FRAMEWORK OF EVALUATION HELPS ESTABLISH THE INTERPLAY OF THESE ELEMENTS IN A NUANCED MANNER



Our 4SiGHT Live Suite



PANEL UAE | KSA

Our pre-recruited ahead-of-the-curve panel for quick, cost-efficient research needs, offering a window into live data



COMMUNITIES

Designed to build an agile system to conduct research while keeping the customer at the heart of the business. Enables clients to make consumer relevant decisions by testing on the go



CONSUMER CONNECTS

4SiGHT's solution to curate and build a customized calendar of immersive interviews for client teams to get the pulse of the consumer Available as ad-hoc & annual programs

Some of our other
Digital Research Tools

INSIGHT EXPRESS

Enables swift and efficient innovation testing, minimizing the risks linked to a comprehensive launch - allowing you explore, experiment, and fail cheap.

AASMA | CHATBOT

Facilitates interactive conversations with consumers, streamlining the process of filling consumption/usage diaries. Leading to improved efficiency and quality of data collection.

SPRINT+

Provides an innovative boost to your iterative process by making it more AGILE through co-creation workshops, giving wings to potential ideas/improvements



CPG Trends

JANUARY 24:

Glowing Ahead: Skincare Trends

<https://4sightglobal.com/wp-content/uploads/2024/02/Consumer-Trends-January-Report-Skincare.pdf>

FEBRUARY 24:

What to expect this Ramadan?

<https://4sightglobal.com/wp-content/uploads/2024/02/Consumer-Trends-February-Report-Ramadan-1.pdf>

MARCH 24:

Creating impact with your packaging

APRIL 24:

Coming soon: Premiumness



4SiGHT for Growth Series

JANUARY 24:

Trends Shaping our Region

<https://4sightglobal.com/wp-content/uploads/2024/02/4SiGHT-for-Growth-Trends-shaping-our-region-Jan-24.pdf>

FEBRUARY 24:

Ramadan in Post-pandemic Era

<https://4sightglobal.com/wp-content/uploads/2024/03/4SiGHT-for-Growth-Ramadan-in-post-pandemic-era-Feb-24.pdf>

MARCH 24:

Evolving Landscape of Leisure & Entertainment

APRIL 24:

Coming soon: Customer Experience