

Food & Beverage Packaging

June 13-14, 2016 Rome, Italy



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Consumer trends foresight becoming reality: Case examples from food packaging

To stay competitive in a global market, any organisation needs to anticipate the most significant consumer trends which shape the business. Consumer trends foresight produces information which can also be applied and adapted to food packaging. Pöyry has a long history in trend foresight work within many industries using proprietary tools. In our presentation, we first discuss current and emerging consumer trends relevant for food packaging based on our foresight tools. The presentation will give an comprehensive overview of the consumer trends relevant for the industry and foresight on rising themes. In the second part of the presentation, we solidify the case for the trends by presenting case examples from early adopters where the emerging trends have been met by e.g. new technology, user interfaces, sustainability measures, new bio- and nanomaterials, software solutions and new business models. As a conclusion, we present theses on what this all would mean for food packaging.

Biography

Petri Vasara is the Director and Head of Global Consulting Practice in "BioFutures". He is a member of Pöyry Management Consulting's global management team. He is specialist in new technologies, innovations, industrial policy, foresight, new media, biobased chemicals, energy including bioenergy and biofuels, business models and environmental assessments. His areas of expertise cover innovation projects across the spectrum of technologies and industry branches, large-scale projects concerning different aspects of European and global industry policy, advanced strategic studies combining environment, economy and technology; trend and scenario analysis, environmental strategy formulation and research projects utilising mathematics and computers.

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