Market Opportunity Assessment for Small Packaging Format

Case Study



Case Study: Market Opportunity Assessment for Small Packaging Format

Client	A Global Food Manufacturing Company
Industry	Food & Beverage
Products	On-the-go (OTG) & Home convenience products

Engagement Scope

1 Technology Landscape

- What are the different small packaging formats (≤ 3 portions or ≤ 100g) available in the top 10 markets globally?
- Which products are launched, patented and published in the market?
- What are the packaging materials used based on the identified products & technologies?
- What are the trends of packaging formats used for small packaging?

Context

- Our client, a global food manufacturing company wanted to understand the small serve food packaging formats (≤3 portions or 100g) that are available in the top 10 markets worldwide
- The client wanted to conduct a technical & competitive landscape study for home convenient as well as on-the-go
 packaging formats for breakfast cereals
- The client was also interested in understanding the consumer behavior & the current development trends of convenience stores

Key Business Questions

- What are the new small packaging formats and recent product development available in the market?
- Who are the active players (food product companies, suppliers) catering to the market?
- What are the consumers behavior and the drivers and motivators towards the purchase of products with small packaging formats.

2 Competitive Assessment

- Who are the active players (food companies) manufacturing single serve/small portion food products in the market?
- Who are the active packaging suppliers catering to the market?

Consumer behavior

- What are the consumers behavior towards the available & newly launched small packaging formats?
- What are consumers demand that affect the food packaging trends?
- Which technology (product /packaging) is preferred by the consumers?
- How local & convenience stores are developing in the market based on consumers behavior?

Solution Framework

- Which are the key innovative small serve packaging formats currently available in the market?
- Which companies are involved in development of such products?
- What are the most preferred packaging format by the consumers?

2 CASE STUDY V1.2/181105 FutureBridge



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Research Methodology

Secondary Research

- Conducted desk research to identify key innovative small format packaging for food products and gain product & packaging insights
- Conducted literature and patent research to identify supporting documents for identified innovative formats used in small portion food packaging

Benefits to Client

- Detailed understanding about innovative technologies & product launches
- Recent packaging formats & materials used in the market
- Ongoing food packaging trends based on consumers behavior & their lifestyle
- Key competitors involved in development of such technologies
- Identification of players actively looking for collaboration/ partners

Sample Analysis









Thank you

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