



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

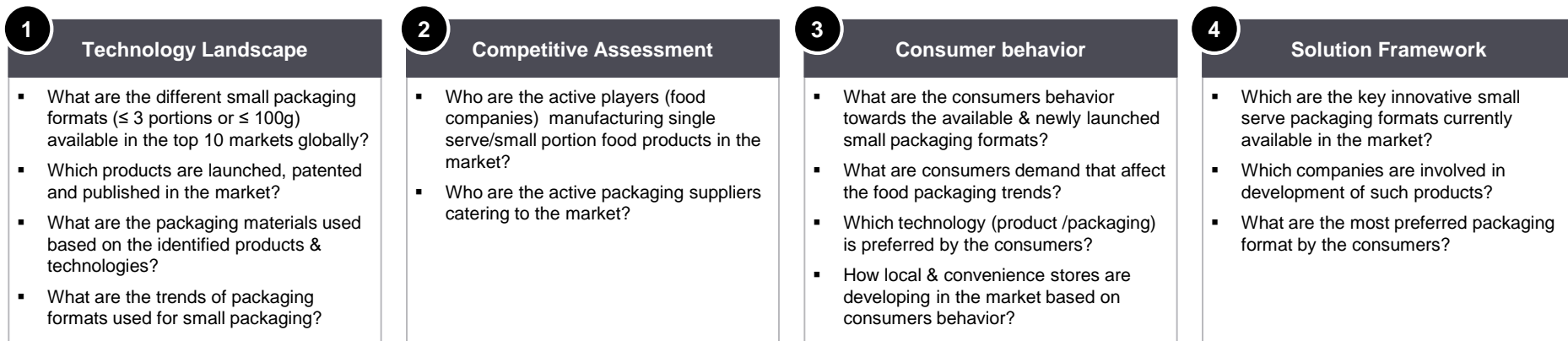
Context

- 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.

Engagement Scope



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Research Methodology

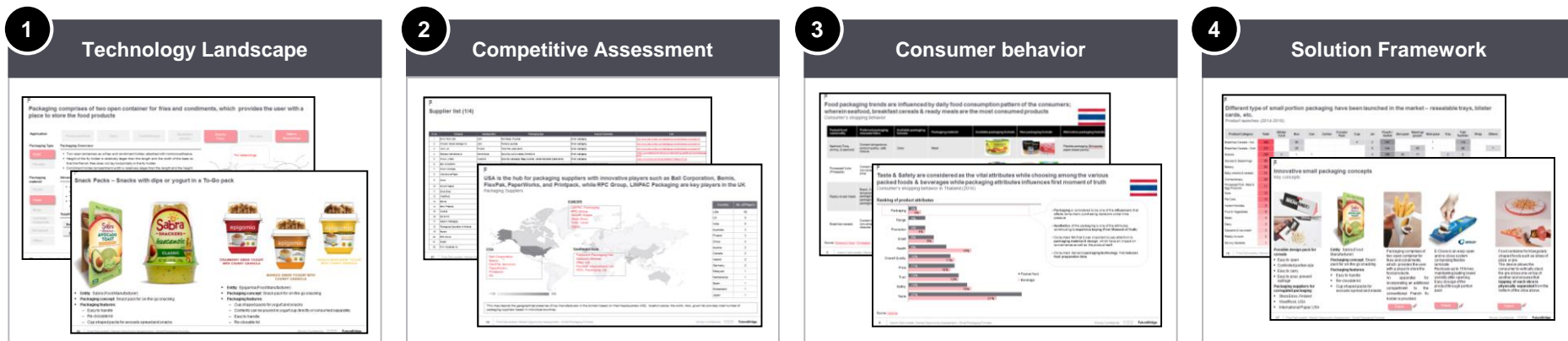
Secondary Research

- 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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