



# Technology Landscape & Regulatory Intelligence on Sustainable Packaging

Case Study

# Case Study: Technology Landscape & Regulatory Intelligence on Sustainable Packaging

Client	A Leading Nutrition Company
Industry	Food & Nutrition
Products	Nutritional Products

## Context

The Client is on a path to align their packaging strategy in accordance to the **EU regulations**. Due to changing and stricter regulations in Europe and possibility of heavy taxes being levied, companies are working on initiatives to fulfill the regulations. In context to this, the Client has approached FutureBridge to conduct an activity to **identify and understand the current landscape for sustainable packaging**.

## Key Business Questions

- What are the **currently available** and **emerging options** for biodegradable materials? What is the **life-cycle assessment** for the material?
- What are the **regulations** for the packaging industry in Europe, USA, LATAM, Asia (China, India)?
- What are the possibilities for **adopting materials** and **technologies** to the current scenario?
- What solutions meet the **short-term**, **mid-term**, and **long-term** sustainable materials?

## Engagement Scope

### Step 1: Market Intelligence

1a.

Regulatory Overview

- What are the **regulations** for the packaging industry in Europe, USA, LATAM, Asia (China, India)?
- What are the **sustainability standards** implemented in different geographies?
- What are the **similarities and differences** in the **regulations** and **approval status** of the sustainable packaging?
- Which sustainable concepts are **approved** in Europe?
- What are the possible **upcoming regulatory amendments**?

1b.

Material Landscape

- What are the **currently available and emerging options** for biodegradable materials?
- What is the **biodegradation factor** for the materials in accordance to the EU regulations?
- What is the **life-cycle assessment** for the material? What are the **pros and cons** of the materials?
- Which are the **active entities**?
- What is the **feasibility** for adoption of the identified materials ?

1c.

Technology Landscape

- What are the **technologies** currently available and emerging for recycling the packaging formats?
- What is the **process** used for **recycling**?
- Who are the **key contributors/competitors/developers** for recycling technologies?
- What are the possibilities for **adopting the technologies** to the current scenario?
- What is the feasibility for adoption in **short-term**, **mid-term** and **long-term** viewpoint?

### Step 2: Monitoring

2

Continuous Monitoring

- What are the **new/evolving** materials, technologies, regulations in the segment?
- What is the **emerging trends** for innovation & entity activity?
- What are the **changes** in the adoption feasibility?
- Which are the **early-stage potential** technologies?

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## Research Methodology:

### Secondary Research

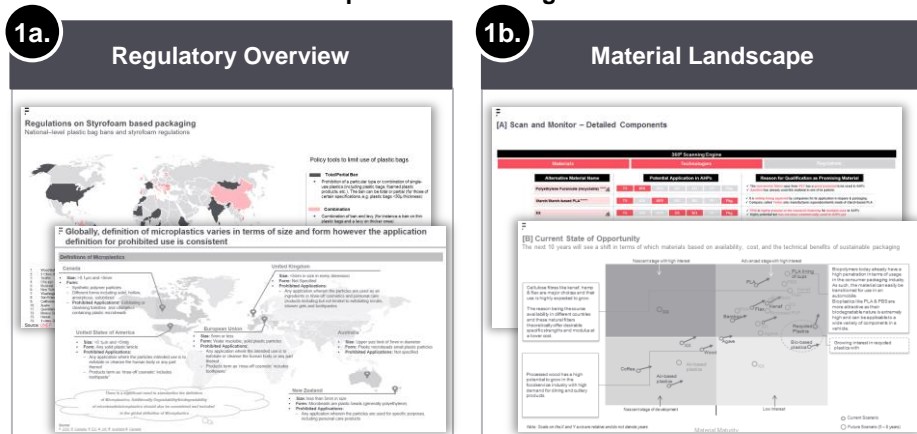
- Conducted secondary research based on open sources including - company websites, press releases, technology portals, etc.
- The study was executed by gathering scientific and patent literature from paid and open-source databases.

### Expert Consultation

- Conducted primary research with industry experts with more than 10 years experience in the industry

## Sample Analysis

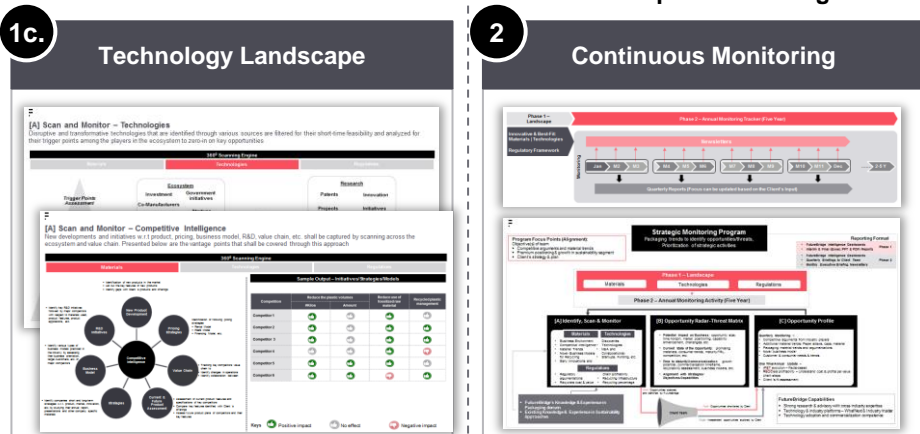
### Step 1: Market Intelligence



## Benefits to Client

- The client was updated on the **current scenario** of packaging with new developments and initiatives w.r.t product, pricing, business model, R&D, value chain, etc.
- The client was updated on the **packaging solutions-emerging and existing** used to **enhance its functionality**.
- The client was informed about various **sustainable goals** in different geographies along with the **regulatory framework** of the concerned geographies.
- Expert consultation with the future possibilities, uncertainties, trends & potential disruptions that are likely to have significant impact on future of food industry, from a customer's point of view was also provided to the client

### Step 2: Monitoring



# Thank you

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