The Innovations Driving Packaged Brands: What Sells?

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Packaging is the number one medium to communicate the brand. In an increasingly crowded market, with high failure rates, packaging can be a key differentiating factor in determining a product's success or failure.

Scope of this research

- Better engage consumers by pinpointing the key packaging touchpoints that packagers can influence to deliver product success
- Stimulate ideation and invigorate brands by learning from best practice examples from the packaging world
- Enhance your market positioning and concept development efforts and reduce risk for new product launches

Research and analysis highlights

There are three key factors that help deliver successful innovation in the consumer space: new concepts that deliver product benefits, packaging benefits and those that meet specific consumer demands.

This report identifies eight key consumer mega-trends that influence consumer demand; the four product benefits vital for successful innovation; and the six key touch-points that packagers can leverage to influence their packaging.

The sweet-spot lies mid-point where packaging works in tandem with the product to deliver an elevated consumer experience.

Key reasons to purchase this research

- What proportion of new product innovation is successful?
- What are the key consumer mega-trends vital for product success?
- What are the four product benefits that are vital for product success?
- What are the six key touch-points that packagers can harness to make a difference to their packaging?
- Which brands have seen market success through their packaging? Which brands have failed due to their packaging?

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