



PACKAGING TRENDS REPORT WORLDSTAR AWARD 2024 WORLDSTAR STUDENT 2024

2024





WORLDSTAR AWARD 2024 FACTS & FIGURES



56th Edition



212 Awarded Packages



435 Entries



41 Countries Participating



Top 5 Most Awarded Countries



Japan (28)



Germany (21)



Australia & New Zealand (16)



USA (12)



Austria



Brazil (11)

2024 GLOBAL PACKAGING TRENDS

Based on WorldStar winner packaging

- Consumer Awareness & Preferences
- Plastic Reduction
- Single Use Plastics Regulations
- Extended Producer Responsibility
- Recycled Content Requirements
- Labeling Legislation
- Design for Recovery
- Substance Restrictions



TRENDS

TRENDS WILL BE PART OF 3 CONTEXTS



Life Cycle Analysis to validate assumptions, compare design options, and measure true carbon footprint.



Packaging Costs to ensure sustainable options are financially viable.



Performance to compromise on food safety and avoid food spoilage/waste.

IMPACTS ON PACKAGING DESIGN

Trends Toward

- Reduction
- Recycling
- Compostability
- Non-Fossil Raw Materials



Leads To

- Mono-Material
- Reduction of waste, weight and layers
- Recyclability
- Compostability
- Reuse
- Renewability (reduction of fossil raw materials)



CIRCULARITY IS A 'MUST HAVE'

Framework Toward a Circular Economy



Reuse



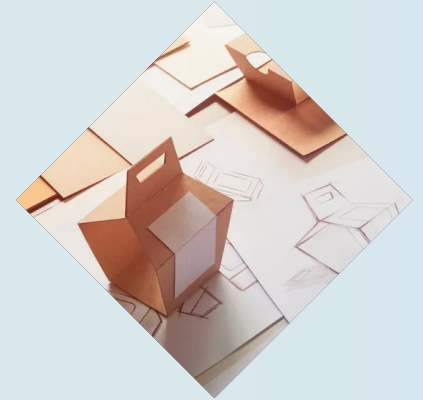
Reduce



Renew



Recycle



Redesign



Consumer, Regulatory & Legislative, Circularity, and Technical drivers create a dynamic and rapidly changing global environment for packaging

In the next pages you will find the main trends of each sector and how these trends are materialized in packaging. The pages are illustrated with a few examples of WorldStar winners, but there is much more to inspire the global packaging industry. Visit **www.worldstar.org** and know all the winners.





ALCOHOLIC BEVERAGES

21 Winners



This market is continuously evolving, influenced by changing consumer preferences, and technological advancements. Global trends are translated as:

- Premiumization and Craft Beverages
- Health and Wellness
- Sustainability and Ethical Production
- Flavored and Innovative Drinks
- Ready-to-Drink (RTD) Cocktails
- Digital and E-commerce Expansion
- Experiential Marketing
- Globalization and Cross-Cultural Influences
- Regulation and Social Responsibility
- Technological Innovations





ALCOHOLIC BEVERAGES

21 Winners



Packaging Trends

Exclusive Design

Convenience + Functionality

Luxury Packaging

Limited or Celebration Editions

Funny Packaging





NON-ALCOHOLIC BEVERAGES

9 Winners



The market grows driven by changing consumer preferences and a greater focus on health and wellness. The main global trends are:

- Health and Wellness Focus
- Plant-Based and Natural Ingredients
- Sustainability and Ethical Production
- Low-Sugar and Sugar-Free Options
- CBD and Adaptogenic Beverages
- Innovative Flavors and Fusion Drinks
- Ready-to-Drink (RTD) Convenience
- Personalization and Customization
- E-commerce and Direct-to-Consumer (DTC) Growth
- Cultural and Regional Influences





NON-ALCOHOLIC BEVERAGES

9 Winners



Packaging Trends

Design for Recycling/Circularity

Convenience + Functionality

RTD Products

Design Communicates Natural
and Healthy





E-COMMERCE

15 Winners



The e-commerce is rapidly changing pushed by technological advancements, changing consumer behaviors, and market dynamics. These are reflected in:

- Personalization and Customer Experience
- Mobile Commerce (M-Commerce)
- Social Commerce
- Sustainability and Ethical Shopping
- Subscription-Based Models
- Augmented Reality (AR) and Virtual Reality (VR)
- Voice Commerce
- Artificial Intelligence (AI) and Big Data
- Fast and Flexible Delivery Options
- Cross-Border E-Commerce
- Enhanced Payment Options
- Live Commerce





E-COMMERCE 15 Winners



Packaging Trends

Reusable Packaging

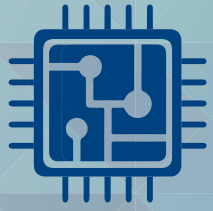
Ready to Use Packaging

Innovative Formats

Exclusive Designs

and Safe & Protective Packaging





ELECTRONICS

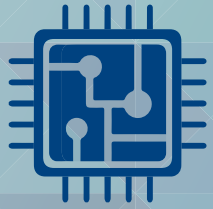
8 Winners



The electronics industry is dynamic and influenced by technological advancements, consumer demand, and global trends. The sector brings some strategic takeaways as:

- Investment in emerging technologies; focus on integrating AI, 5G, IoT, and other emerging technologies into products
- Prioritize sustainability
- Enhance cybersecurity
- Explore new form factors
- Focus on health and wellness





ELECTRONICS

8 Winners



Packaging Trends

Functional Packaging

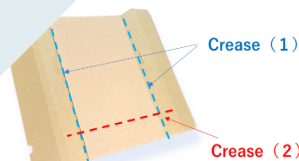
High Performance Packaging

Ecowrap; Paper Packaging

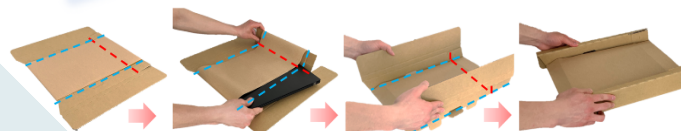
Simplification/Easy to Fold



How the product can be fixed by the package



- The product can be firmly fixed by sandwiching it between the cardboard pad and the stretching paper!
- Easy to assemble by humans!
- No need to install machinery or equipment!



Fold along the Crease(1), there will be a space between the paper and the cardboard pad. Insert the product in between.

Fold along the Crease(2), Crease(1) tries to return to its original state, and the product can be repressed by the paper.

It is also possible to raise the bottom by folding the bottom.





FOOD 29 Winners



The food industry trends encompasses various factors including consumer preferences, technology advancements, sustainability concerns, and economic dynamics. Translated in key trends as:

- Plant-Based Products
- Sustainability and Ethical Sourcing
- Health and Wellness
- Transparency and Clean Labeling
- Technology in Food Production
- Global Flavors and Fusion Cuisine
- Convenience and Snacking
- Personalized Nutrition





FOOD 29 Winners



Packaging Trends

Mono or Less Material

Fiber Based

Shape with Convenience

Ready to Eat

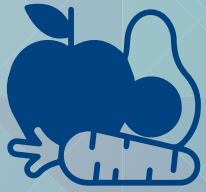
Reuse or Refill

Save Food

Food Safety

View my Product





FRESH FRUITS & VEGETABLES

3 Winners



The trends in the fresh fruits and vegetables sector are being shaped by evolving consumer preferences, technological advancements, and global sustainability goals. The main ones are:

- Sustainability and Reduced Waste
- Local and Seasonal Produce
- Health and Wellness
- Convenience and Ready-to-Eat Options
- Transparent Sourcing and Traceability
- Plant-Based Diets
- Value-Added Products
- Packaging Innovations





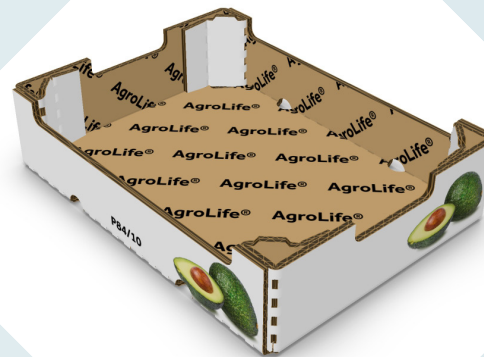
FRESH FRUITS & VEGETABLES

3 Winners



Packaging Trends

Packaging must translate Health
Convenience, Sustainability
Technological Innovation





HEALTH & PERSONAL CARE

19 Winners



The health and personal care sector is evolving rapidly, influenced by technological advancements, shifting consumer behaviors, and heightened health awareness. The major global trends on these categories are:

- Natural and Organic Products
- Clean Beauty and Transparency
- Personalization and Customization
- Sustainability and Eco-Friendly Practices
- Wellness and Holistic Health
- Tech-Driven Health Enhancements
- Men's Grooming
- Probiotic Skincare
- Digital Engagement and E-commerce





HEALTH & PERSONAL CARE

19 Winners



Packaging Trends

Refillable

Two Products/One Packaging

Combi Box

Innovative Shapes

Luxe/Premium

EcoPack





HOUSEHOLD 13 Winners



The household products industry is witnessing significant shifts as consumers' priorities evolve towards sustainability, efficiency, and smart technology. The key global trends shaping the sector are:

- Eco-Friendly Products
- Smart Home Integration
- Health and Wellness Focus
- Minimalism and Space-Saving Designs
- DIY and Home Improvement
- Subscription and Convenience Services
- Customization and Personalization
- Rise of the Rental and Resale Markets
- Antibacterial and Self-Cleaning Products
- Packaging Innovations





HOUSEHOLD 13 Winners



Packaging Trends

Refillable Kits

Film to Film

Multifunctional

Mono Material

Ready to Use

Efficiency

Sustainability





LABELLING & DECORATION

6 Winners



The labeling and decoration industry is undergoing significant transformation driven by technological advancements, regulatory changes, and evolving consumer preferences. The sector faces the following global trends:

- Sustainability and Eco-Friendly Materials
- Smart and Interactive Labels
- Minimalist and Clean Design
- Personalization and Customization
- Regulatory Compliance and Transparency
- Digital Printing and On-Demand Production
- Enhanced Security Features
- Premiumization and Aesthetic Appeal
- Sustainable Inks and Printing Processes
- Multi-Sensory Experiences





LABELLING & DECORATION

6 Winners



Packaging Trends

Multi Layers Label

In Mold Labelling

Clear Labels

Washable Labels





LUXURY 4 Winners



The luxury products market is influenced by shifting consumer preferences, technological advancements, and global economic trends. The key global trends currently shaping the sector are:

- Sustainability and Ethical Luxury
- Digital Transformation and E-Commerce
- Experiential Luxury
- Personalization and Customization
- Younger Consumer Base
- Rise of Second-Hand and Vintage Markets
- Tech-Integrated Luxury
- Health and Wellness
- Inclusivity and Diversity
- Heritage and Craftsmanship
- Global Expansion and Localization





LUXURY 4 Winners



Packaging Trends

Surprise the Consumer

Innovative Shapes

Second Use

Premium Decoration

Special Dates/Celebrations

Modern Luxe



SHOW BOX

Premium box
for author's chocolate



Closed
box



Let the s.
begin



Not just a box



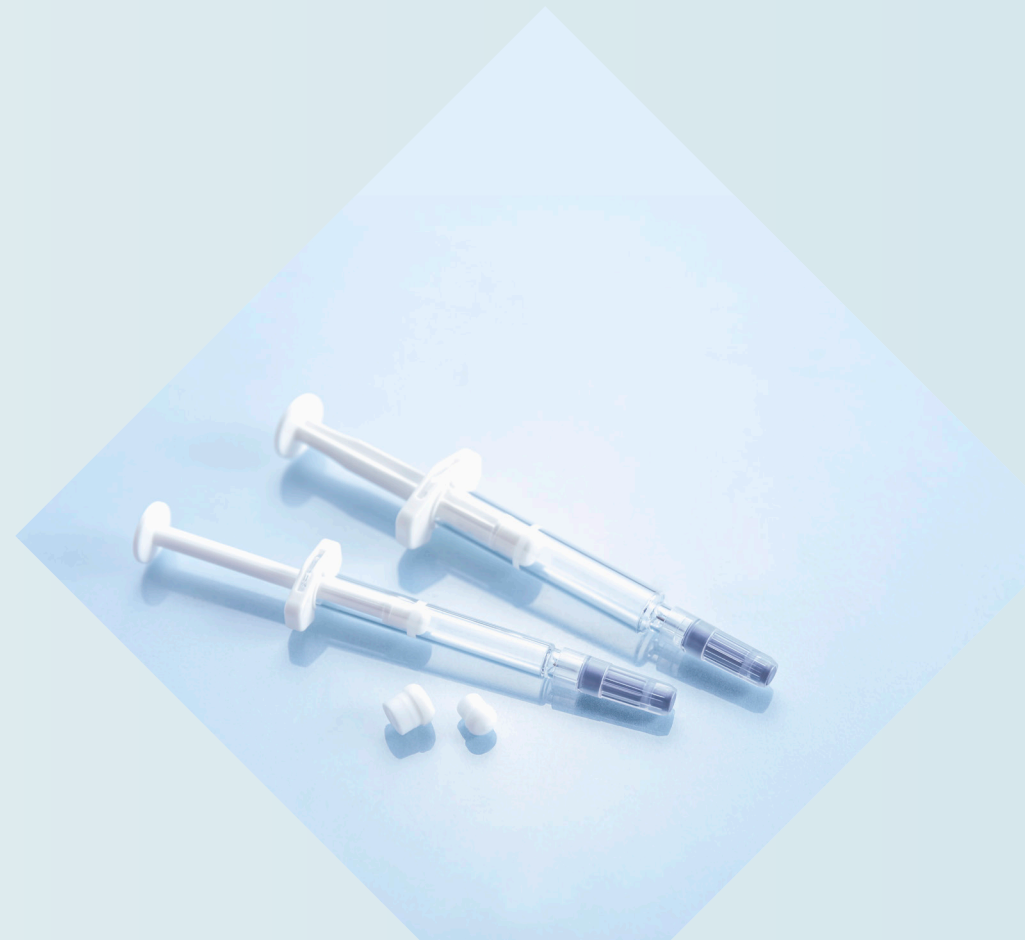
MEDICAL & PHARMACEUTICAL

7 Winners



The medical and pharmaceutical sectors are at the forefront of innovation and development, influenced by advancements in technology, regulatory changes, and shifting consumer demands. The main trends for the sectors are:

- Personalized Medicine
- Telemedicine and Digital Health
- Biopharmaceuticals and Biotechnology
- Artificial Intelligence and Big Data
- Wearable Health Devices
- Gene Therapy and CRISPR
- Regenerative Medicine
- Global Supply Chain Resilience
- Sustainability and Green Chemistry
- Immunotherapy
- Patient-Centric Care
- Regulatory Innovation





MEDICAL & PHARMACEUTICAL

7 Winners



Packaging Trends

High Performance

Optimized Packaging

Convenience, Functionality & Precision

Safety in Processing & Packaging

Ergonomic Design





PACKAGING MATERIALS & COMPONENTS

43 Winners



The packaging industry is undergoing a transformative phase, driven by sustainability, technological advancements, and consumer demand for innovation. And these two areas related are being driven by:

- Biodegradable and Compostable Materials
- Recyclable and Reusable
- Smart Packaging
 - RFID,
 - NFC
 - Temperature-Sensitive
- Lightweighting & Material Reduction
- Innovative Materials
 - Edible
 - Nanotechnology
- Personalization and Customization
 - Digital Printing
- Circular Economy
 - Closed-Loop Systems
 - Regulatory Changes
 - Government Policies





PACKAGING MATERIALS & COMPONENTS

43 Winners



Packaging Trends

Safety Devices

Recyclability

Multipack

PCR Content

Innovative Shapes

Fiber Materials

Same Material & New Applications





PET 2 Winners



Each day more, pets are becoming part of the family. This “humanization” is bringing new trends as:

- Premium and Gourmet Products
- Customized Nutrition
- Health and Wellness
- Functional Ingredients
- Sustainability in Packaging & Ingredients
- Eco-Friendly
- Natural and Organic Pet Foods
- Clean Label
- Innovative Formats
- Plant-Based Pet Foods
- Technology Integration
- E-commerce and Direct-to-Consumer Sales
- Regulatory and Safety Standards
- Stricter Quality Controls





PET 2 Winners



Packaging Trends

Sustainability

Attractive Formats

Smart Packaging

Food Safety

Beyond Dogs & Cats





POINT OF SALE

5 Winners



The POS industry is undergoing significant transformation, driven by technological advancements and changing consumer expectations. Businesses are looking for the main trends, most of them based on technology:

- Cloud-Based POS Systems
- Flexibility and Scalability
- Mobile POS (mPOS)
- Portability and Convenience
- Omnichannel Integration
- Security & Integrated Payment Solutions
- Artificial Intelligence & Machine Learning
- Personalized Customer Experiences & Engagement
- Internet of Things (IoT) Integration
- Smart Inventory Management
- Connected Devices
- Loyalty Programs and Rewards
- Regulatory Compliance





POINT OF SALE

5 Winners



Packaging Trends

Pop Up/Easy to Assemble

3 in 1 Display

Multi Functional

Respect and Be Part
of the Brand





TRANSIT 15 Winners



The main transformations in the transit packaging industry are driven by sustainability, technology integration, and customization, with focus in key trends as:

- Sustainability and Eco-Friendly Solutions
- Biodegradable and Recyclable Materials
- Reusable Systems
- Smart and Connected Packaging
- Enhanced Protective Packaging
- Custom and Adaptive Solutions
- Temperature-Controlled Packaging
- Lightweight and Cost-Efficient Materials
- Cost Optimization
- Regulatory Compliance and Standards
- E-commerce and Omnichannel Fulfillment
- Customization and Branding





TRANSIT 15 Winners



Packaging Trends

Multiple Application

Easy Use & Installation

Resistant & Light

Easy to Carry

Reuse, Reduce & Recycle

Total Protection



Without additive

With additive



40% reduction in
100% Recycled



ADAPT





TOYS 1 Winner



The toy industry is evolving rapidly, influenced by trends in sustainability, technology, education, and inclusivity. Companies are embracing, as much as possible, the following trends:

- Sustainability and Eco-Friendly
- Eco-Conscious Materials
- Ethical Manufacturing
- STEM (Science, Technology, Engineering, and Mathematics) and Educational
- Coding and Robotics
- Tech-Integrated and Interactive
- Smart
- Representation - Gender-Neutral
- Retro and Nostalgia-Inspired
- Licensing and Franchise
- Customizable and Personalized
- DIY (Do- it-yourself) and Craft
- Subscription Boxes
- E-commerce and Digital Integration





TOYS 1 Winner



Packaging Trends

Pack & Play

Sustainability & Recyclability

Fiber Based Materials

Impressive Decoration

Interaction





DIGITAL PACKAGING

1 Winner



Digital printing is transforming the packaging industry by offering unparalleled flexibility, speed, and customization capabilities. As technology continues to evolve, it will play an important role in helping brands create sustainable, high-quality, and engaging packaging solutions. Check the main trends:

- Personalization and Customization
- Short-Run Production & Variable Data Printing (VDP)
- Reduced Waste
- Eco-Friendly Inks
- Speed and Flexibility
- Prototyping and Market Testing
- High-Quality Graphics and Finishes
- Integration with Smart Packaging
- Interactive Features
- Track and Trace Solutions
- Cost-Effectiveness
- Efficient Production
- Regulatory Compliance and Safety Standards
- Accurate Labeling





DIGITAL PACKAGING

1 Winner



Packaging Trends

Customized, Serial & Unique information

Traceability; High Printing Quality

Clear Photos & Illustrations

Connected Packaging





GIFT PACKAGING

3 Winners



Sustainability, personalization, luxury, and interactive experiences are the main drivers of gift packaging, materialized in key trends as:

- Recycled and Biodegradable Materials
- Reusable Packaging
- Custom Printed Designs
- Handmade and Artisanal Touches
- Luxury and Premium
- High-End Materials
- Intricate Designs and Finishes
- Minimalist and Elegant Designs
- Simple and Clean Aesthetics
- Eco-Chic Styles
- Interactive and Experiential Packaging
- Unboxing Experience
- Augmented Reality (AR)
- Seasonal, Cultural and Regional Themes
- Smart Packaging & Track and Trace





GIFT PACKAGING

3 Winners



Packaging Trends

Surprise & Create Memories

Reuse; Beauty & Functionality

Consumer Interaction

More than Packaging



... OTHERS 8 Winners



Packaging Trends

Sustainability and Eco-Friendly

Smart and Connected

Customization and Flexibility

Lightweight

Automation and Advanced Manufacturing

E-Commerce and Omni-Channel Distribution

Enhanced Protection and Safety

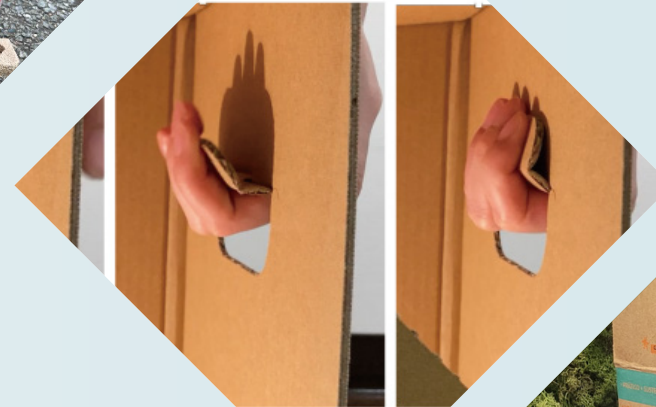
Regulatory Compliance

Circular Economy Initiatives

Digital Printing and High-Quality Graphics

Global Supply Chain Resilience

Smart Labeling and Traceability



WORLDSTAR STUDENT 2024



WORLDSTAR
GLOBAL
PACKAGING
AWARDS
STUDENT

Gold Winner

Main Trend

Save Food

Packaging for effective storage
transportation in the supply
chain for smoked fish



WORLDSTAR STUDENT 2024



WORLDSTAR
GLOBAL
PACKAGING
AWARDS
STUDENT

Silver Winner

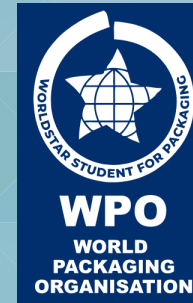
Main Trend
Convenience
Sushi takeaway packaging



Pressed in one piece in a
paper pulp mold



WORLDSTAR STUDENT 2024



**WORLDSTAR
GLOBAL
PACKAGING
AWARDS
STUDENT**

Bronze Winner

Main Trend
Innovation
Sunscreen packaging



FINAL MESSAGE

THINK & ACT TOGETHER

The global impact of the consumption trends in packaging is profound and the industry is ready to face them. It is possible to reduce the environmental footprint of packaging through innovation and collective and collaborative efforts.

The commitment with sustainability and with consumers expectations and needs is a turning point to a future where packaging is not only functional and attractive but also environmentally responsible and is a turning point to guarantee **“Better Quality of Life, Through Better Packaging, For More People”**.





Be Inspired!



www.worldpackaging.org



WPO World Packaging Organization



World Packaging Organisation



WPO World Packaging Organization

Written and researched by

Liliam Benzi

WPO Press & Communication

Liaison Officer

Market Intelligence

ldbcom@uol.com.br