To understand the future of packaging, one must first observe its context within the world through a wider lens. Consider the impact of diminishing global resources, advances in science and medicine, the growth of mobile commerce, a changing workforce, shifting weather patterns and countless other factors impacting businesses across industries and around the world. Through keen observation and exploration of insights and megatrends (exploding population growth in emerging markets), one can begin to envision what’s next (a highly educated, urban, mobile and connected new middle class) and consider the critical outcomes for packaging.

The Future of Packaging, an invitation-only, triennial event produced by Packaging Technology Integrated Solutions and Leading Futurists, LLC, leverages this futurist thinking approach to envision likely outlooks for packaging, projecting a 10-year view of the industry and the influences most apt to affect it. The program consists of a series of three two-day meetings held over the course of nine months and facilitated by futurists and subject matter experts. Participants collaborate across industries in a pre-competitive environment that fosters better understanding of emerging issues and how other parts of the value chain engage and are impacted by these issues. Between meetings, participants receive ongoing data and knowledge sharing updates.

Participants are leaders from Fortune 100/500 companies and other innovators across the packaging value chain in a variety of packaging-connected industries, including pharmaceutical and healthcare research and development, food and beverage manufacturing, specialty consumer and industrial packaging providers, skin, hygiene and healthcare products, pulp and paper product manufacturers, software, supply chain outsourcing, and chemical, cleaning and household supplies producers.

Projecting more than three years out is difficult for many organizations, especially in the current economy, but doing so helps shape successful strategies. The Future of Packaging core team helps participants envision what’s next by illuminating pockets of innovation and change already underway on a small scale and challenging them to apply these scenarios more broadly. Futurist thinking emerges as participants adjust their perspectives to see the economic, social and cultural shifts occurring around them and imagine, prepare and plan within these contexts.

At Future of Packaging: 2004-2014, nearly two years before any organizations began focusing in a concerted way on sustainability, participants predicted sustainability would be a significant driver of change across industries and the value chain and many adjusted their strategies accordingly. Today, many of the companies leading their industries in sustainable packaging are alumni of that program. Similarly, Future of Packaging: 2007-2017 participants identified experiential packaging as a driver well before the concept was widely influential in packaging and they adapted their plans to capitalize on this trend. The most recent Future of Packaging event, Future of Packaging: 2013-2023, saw a record number of participating companies engaging and collaborating with one another about their respective industries and the challenges they are confronting.

The Future of Packaging core team leverages data and insights gained during the program to create a focused view of how forces of change will reshape packaging. They interpret that change for each part of the value chain and offer a set of incisive and specific findings for participants to use in their organizations. These action plans include milestones for three, five and 10 year horizons as well as scenario building exercises. By bringing the future into focus in this way, the Future of Packaging program enables participants to envision what’s next and plan accordingly.

For more information, please contact us haviglobalsolutions@havigs.com

2016-2026 Program now accepting participants.
The Future of Packaging Thought Leader survey is the result of over 100 responses from global experts across the packaging value chain. The survey gathered input and insights on what they see as packaging’s biggest challenges, opportunities, and ‘watch outs’ over the next decade.

- **Biggest Packaging Challenge:** Cost, sustainability, safety and regulation continue to be considered big challenge areas for the next decade. Surprisingly, the topics that fell near the bottom of the list such as recycling / end of life and food waste are areas getting a lot of media attention today.

- **Training for the Future:** Skill needs will require workers who have a good technical base, but are adaptable to change, ask lots of ‘why’ questions, and have global knowledge.

- **Drivers for Innovation:** While brand owners and raw material suppliers have traditionally been viewed as the drivers for packaging innovation, looking forward, they will be joined by a new cohort of players. Open innovation programs, converters, universities and entrepreneurs will also be leading innovation/technology – a group that likely would not have been considered innovation drivers just five years ago.

- **Top Risk for Developed Markets:** Materials health, driven by concerns about the next possible material-based scare.

- **Top Risk for Emerging Markets:** Material cost and resource availability.

- **The Wildcard:** Retailers emerged as a true wildcard with potential to impact packaging.

If you are interested in learning more about the 2016-2026 Future of Packaging program, please contact us at haviglobalsolutions@havigs.com or http://www.futureofpackaging.com
HAVI Global Solutions is a consulting, design and execution company helping our customers grow smarter by delivering strategic and operational competitive advantage. We do this by leveraging expertise in packaging, promotions, analytics, supply chain, sustainability, recycling and waste solutions.

Packaging Technology Integrated Solutions provides strategic and operational expertise across the packaging value chain, that helps grow your business and position your brand with maximum impact for people, planet, and profit. Our global reach and resources, category expertise, and packaging supply chain analytics provide you with access to a suite of solutions developed and executed by a team of experts, using proven methodologies to help you make a difference anywhere from idea to end-of-life.