



BLOG

Online grocery provides additional driver for carton packaging revolution

By Anders Lindgren, VP Tetra Recart, Tetra Pak

In its day, the can was undoubtedly a fantastic and futuristic invention, one which first came about after the French government offered 12,000 francs to anyone who could invent a method of preserving food for its army. This was back in 1795, when Napoleon was marching march across Europe and Beethoven was still composing symphonies.

In 2018, however, in a world of AI, autonomous vehicles and connected consumers, perhaps it is time to put greater focus on an efficient, modern alternative.

One of the most dominant drivers of this need is e-grocery, with online food and beverage purchasing expected to reach \$100 Billion by 2025 and an estimated 50% of consumers globally buying groceries online in 2018, according to Nielsen and FMI 2016 research.

At Tetra Pak, we believe we have the perfect solution for shelf-stable foods and the growing e-grocery market in the form of Tetra Recart®. Since the product's inception in 2004, we've been working with more than 150 brands in over 50 markets to facilitate transitions to a modern packaging solution which can contribute to substantial cost savings compared to the can.

From an environmental perspective – which is now front of mind for brands, retailers and consumers – a can emits five times as much CO2 as an equivalent-sized Tetra Recart carton over the course of its lifetime. While in logistics terms, the rectangular design of a Tetra Recart (which saves space in delivery vans) and low weight (typically less than half of a can) can improve distribution efficiency by up to 40%. It is also a solution that helps tackle the severe issue of the estimated 1.3billion tonnes of food waste generated each year, by allowing a larger variety of food to be packed safely, for longer.

In the home, consumers report that Tetra Recart is easy to open which means kids can get involved in cooking, there is no “tinny” aftertaste, and it makes them feel good to know it is better for the environment.

Today, we're exploring all of these possibilities at our stand at Anuga FoodTec in Cologne, Germany, as chefs from around the world come up with new flavours and recipes during an interactive cooking session. We believe Tetra Recart is canned food two centuries smarter, and look forward to growing our vision alongside our customers, retailers and consumers.