



NEWS RELEASE

Tetra Pak Launches ‘Trendipedia’ — an Interactive Report on 2020 Consumer Trends

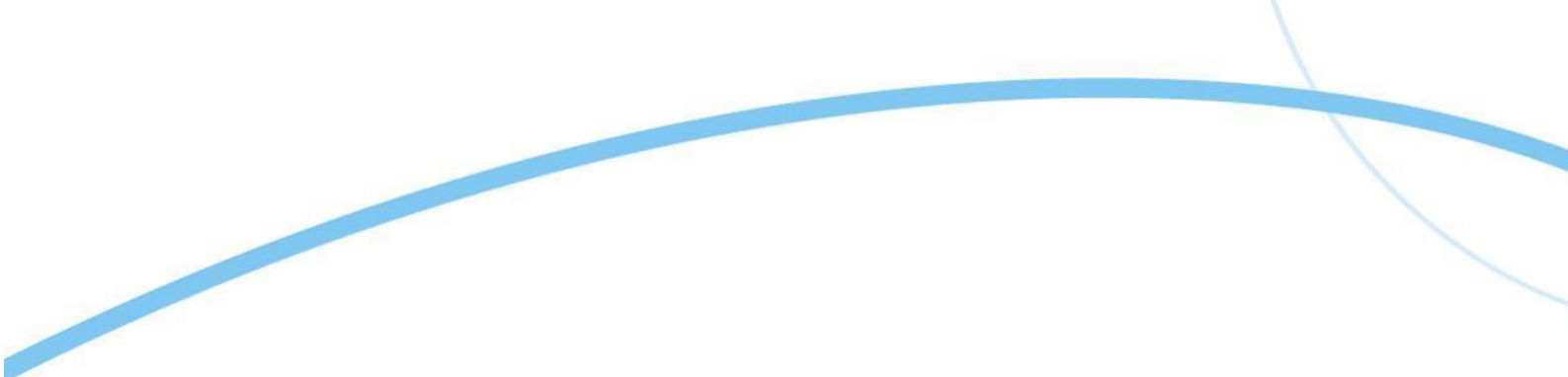
Bangkok, Thailand (19 August 2020) -- Tetra Pak, a world-leading processing and packaging solutions company, revealed the findings from ‘Trendipedia’ — a study on 2020 consumer trends. Tetra Pak’s ‘Trendipedia’ of food consumer trends explains why it is now more important than ever to make sustainable changes while meeting the needs of health-conscious consumers who are also looking for convenience.

With competition in the food industry remaining high, food producers must be aware of the latest market trends and statistics to stay ahead. Covid-19 is ‘unexpected’ in the physical and social context, impacting consumer concerns and behaviour. But even with a shift like this to the ecosystem, the underlying trends and macro forces are still expected to have significance. In order to meet these consumer demands, manufacturers need the latest packaging and production solutions. ‘Trendipedia’ identifies seven major trends for 2020, which are classified as: ‘Responsible consumption’, ‘Convenience reborn’, ‘Heritage and provenance’, ‘Reconnect’, ‘Intentional indulgence’, ‘Personal data’ and ‘Experience matured’. Tetra Pak emphasises on the importance of these trends and leverages the first three trends on our business.

For the food and beverage industry, by far the biggest consumer trend is ‘Responsible Consumption’ which relates to health and environmental concerns. These were once two separate trends, but today’s consumers see them more holistically and understand their interaction. The new attitude that is evolving – ‘what is good for the planet is also good for me’ – presents new opportunities for food producers. To retain consumers’ trust and maintain brand positioning, the product and the packaging should combine to deliver a coherent message. The products need to look and feel clean.

The second key trend, defined as ‘Convenience reborn’, highlights the rapid development of E-grocery and home delivery options which have slowly gained importance because consumers are staying in their homes. New consumer groups who never considered these solutions before, such as the elderly, will try them for the first time and might become dependent on them. To make online shopping easier, food products must be easy to find, identify and understand. Packaging must be designed to appeal visually to e-shoppers, taking into account the size of a typical smartphone screen.

The third major trend identified in ‘Trendipedia’ is ‘Heritage and provenance’. Food has always been a central part of human culture and a strong carrier of cultural messages. Today, globalization is generating a powerful urge to explore other cultures and heritages. For new products to succeed in this category, food producers need to align the authenticity and



quality of ingredients, with the right recipes and product presentation. They may also need to fine-tune their products to suit the tastes of different geographies and demographics.

“We can see that current consumer trends are fundamentally connected, and this link between trends can be a truly inspiring source of long-lasting innovations”, said Supanat Ratanadib, Marketing Director, Tetra Pak (Thailand) Limited. “Our report emphasises a very important idea — one trend may facilitate the other, and perhaps together they fulfil a basic human need or universal human truth”.

The full version of the new consumer trends report will be shared with Tetra Pak’s customers in an interactive, clickable format to help navigate all the exciting content more seamlessly.

END

ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 160 countries. With more than 25,000 employees around the world, we believe in responsible industry leadership and a sustainable approach to business.

Our promise, “PROTECTS WHAT’S GOOD™,” reflects our vision to commit to making food safe and available, everywhere.

More information about Tetra Pak is available at www.tetrapak.com/th

MEDIA CONTACTS

Tetra Pak (Thailand) Limited
Tapanee Junhom
Communications Manager
Tel. +662-018-3000
Tapanee.junhom@tetrapak.com

Midas Communications International CO., Ltd.
Wassana Phoka/ Lydia Bumrungkarn
Tel. 086-161-9910/081-556-9999
wassana@midas-pr.com / lydia@midas-pr.com