



TOWNSEND Solutions

Innovation Drivers

Impact of Changing Demographics & Food Tastes on Packaging

January 2018

Applications Competition Mega-trends Circular Economy Forecast Recycling Markets Premiums Strategy Customers Bioplastics Margins Brand



TownsendSolutions.com | customer@townsendsolutions.com

509 North Sam Houston Parkway East, Suite 500 | Houston, Texas USA 77060

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Changing Demographics & Food Tastes are Driving Innovation in Packaging



Considering the major role played by plastics in supporting quality of life, it's only logical for the industry to be significantly impacted by large transformative global forces.

These forces are large in scale, high in impact and are often interdependent. These "megatrends" can span decades and even lifetimes, influencing a wide range of activities, processes and perceptions in society, industry and government.

To understand and project what may happen in polyolefins markets it's important to understand what can occur to any influencer of this business, both up & downstream.

Millennials are driving growing demand for on-the-go formats, like spout pouches for drinking (health-conscious) yogurts, which are convenient for single usage and provide excellent protection against moisture, oxygen and light. This generation is also a large contributor to the rising number of single-person households, another trend which is driving growth for resealable packaging and portable containers.

In less than a decade, people 65 and over will start to outnumber children 5 and under for the first time in human history. This increase in the numbers of retired people will fuel developments and demand for goods and services linked to older people. This is a tremendous opportunity for healthcare markets in particular, where traditional growth has come largely from material substitution.

The aging population is driving development and innovation from rigid packaging (easy-grip, comfortable lifting of heavier bottles) to outdoor recreation (contoured benches, gardening aids) where new products are helping this generation stay active and comfortable while enjoying the outdoors.



Not only is what we eat changing, so is the way we shop. On-line shopping and home delivery is becoming more and more popular with both ship-from and ship-to options expanding at a breakneck pace.

As a result, packaging must be optimized to consider evolving transport and storage conditions – opening opportunity for innovation in a variety of applications including caps & bottles, where the package and closure have growing influence on the purchasing decision.

Need a deep-dive assessment of the trends & drivers impacting your business? Visit our website at www.townsendolutions.com, call +1-281-873-8733 or email customer-



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- Other consultants

Polyolefins Supply, Demand & Trade Forecasts

DEEP-DIVE DATA

Demand & Forecast

by Resin Type

by Region & Country

by Market & Application

Trends & Drivers

Supply & Forecast

Utilization Rates

Planned Additions

Technology Share

Supplier Strategies

Investments

Feedstocks

Technology

Products

Plastic Converters & Compounders Database

FULL SEARCH & EXPORT

Plant Location / Ownership

Resins Used / Annual Volume

Markets Served

Manufacturing Process

Specific Items Manufactured

Models, Prices, Forecasts & Benchmarks

KNOWLEDGE DRIVEN SERVICES

Energy, Feedstocks & Resin Prices

Near & Long Term Forecasts

Supply & Demand Modeling

Market Entry & Activation

Strategic Planning

Grade Slate Rationalization

Customer Surveys

Converter Benchmarking

We publish an array of comprehensive & data-intensive reports. From grade level pricing to long-term forecasts, all are deep-dive & leverage granular detail.

Global Supply & Demand Forecasts: Chemicals/Additives

Antiblocking Agents
 Antioxidants
 Antistatic Agents
 Biocides
 Chemical Blowing Agents
 Coupling Agents
 Flame Retardants
 Heat Stabilizers
 Impact Modifiers & Processing Aids
 Light Stabilizers
 Lubricants/Mold Release Agents
 Nucleating/Clarifying Agents
 Organic Peroxides
 Plasticizers
 Slip Agents

2018 Global Market Studies

Polypropylene (PP)
 Specialty PP
 PP Compounding
 Polyethylene (PE)
 HDPE Bi-Modal & HMW
 EVA
 LLDPE C6/C8 & Metallocene
 Ethylene Based POP/POE
 Functionalized Ethylene Copolymers
 Plastics Additives 9
 Stabilizer Value Chain
 PS
 PVC
 PET

Global Supply, Demand, Trade & Forecasts: Polymers

Polypropylene (PP)
 Specialty PP
 HMS PP
 Polyethylene (PE)
 HDPE, LDPE & LLDPE
 Bi-modal HDPE
 HMW HDPE
 UHMW PE
 EVA
 C6/C8 LLDPE
 mLLDPE
 POP/POE
 Functionalized Ethylene Copolymers
 Bioplastics
 PS
 PVC
 PET

Monthly Market Pricing & Intelligence

PP Homopolymer
 PP Copolymer
 HDPE Extrusion
 HDPE Molding
 LDPE
 EVA
 LLDPE
 mLLDPE
 PET
 Polystyrene
 PVC

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+1-281-873-8733

customercare@townsendsolutions.com

Townsend Solutions

509 North Sam Houston Parkway East, Suite 500, Houston Texas USA 77060 | +1-281-873-8733

NORTH AMERICA +1-281-582-0150 Mr. Peter Callais petercallais@townsendsolutions.com	EUROPE +1-281-582-0477 Mr. Roberto Ribeiro rribeiro@townsendsolutions.com	MIDDLE EAST +973 3 361 0928 Dr. Raed AlZubi ralzubi@townsendsolutions.com
LATIN AMERICA +55-11-99829-0134 Ms. Simone de Faria simone@townsendsolutions.com	SE ASIA +65-9687-0420 Mr. Stephen Moore smoore@townsendsolutions.com	CHINA & TAIWAN +86-139-1011-6870 Mr. Stanley Wang swang@townsendsolutions.com
INDIA +91 9727225049 Mr. Sunil Sharma ssharma@townsendsolutions.com	JAPAN +81-90-8345-4741 Mr. Riichiro (Rick) Nagano nagano_r@townsendsolutions.com	SOUTH KOREA +82-10-9023-0127 Mr. JM Han jmhan@townsendsolutions.com
CATALYSTS & TECHNOLOGY +1-281-582-0155 Mr. Cliff Lee clee@townsendsolutions.com	FEEDSTOCKS, PLASTICS & POLYMERS +1-281-582-0477 Mr. Roberto Ribeiro rribeiro@townsendsolutions.com	PLASTIC ADDITIVES +1-281-582-0150 Mr. Peter Callais petercallais@townsendsolutions.com
BIOPLASTICS & RECYCLING +55-11-97212-1751 Ms. Paula Leardini paula.leardini@townsendsolutions.com	MARKETS & APPLICATIONS +1-281-582-0473 Ms. Barb Mitchell bmitchell@townsendsolutions.com	RESIN PRICING +1-281-582-0133 Ms. Terry Bourgeois tbourgeois@townsendsolutions.com