

Retail packaging, The future, but not as we know it

Where we are today

A brief history



1877

1/Stores selling bulk

2/Stores selling packaged product

3/Branded to provide trust



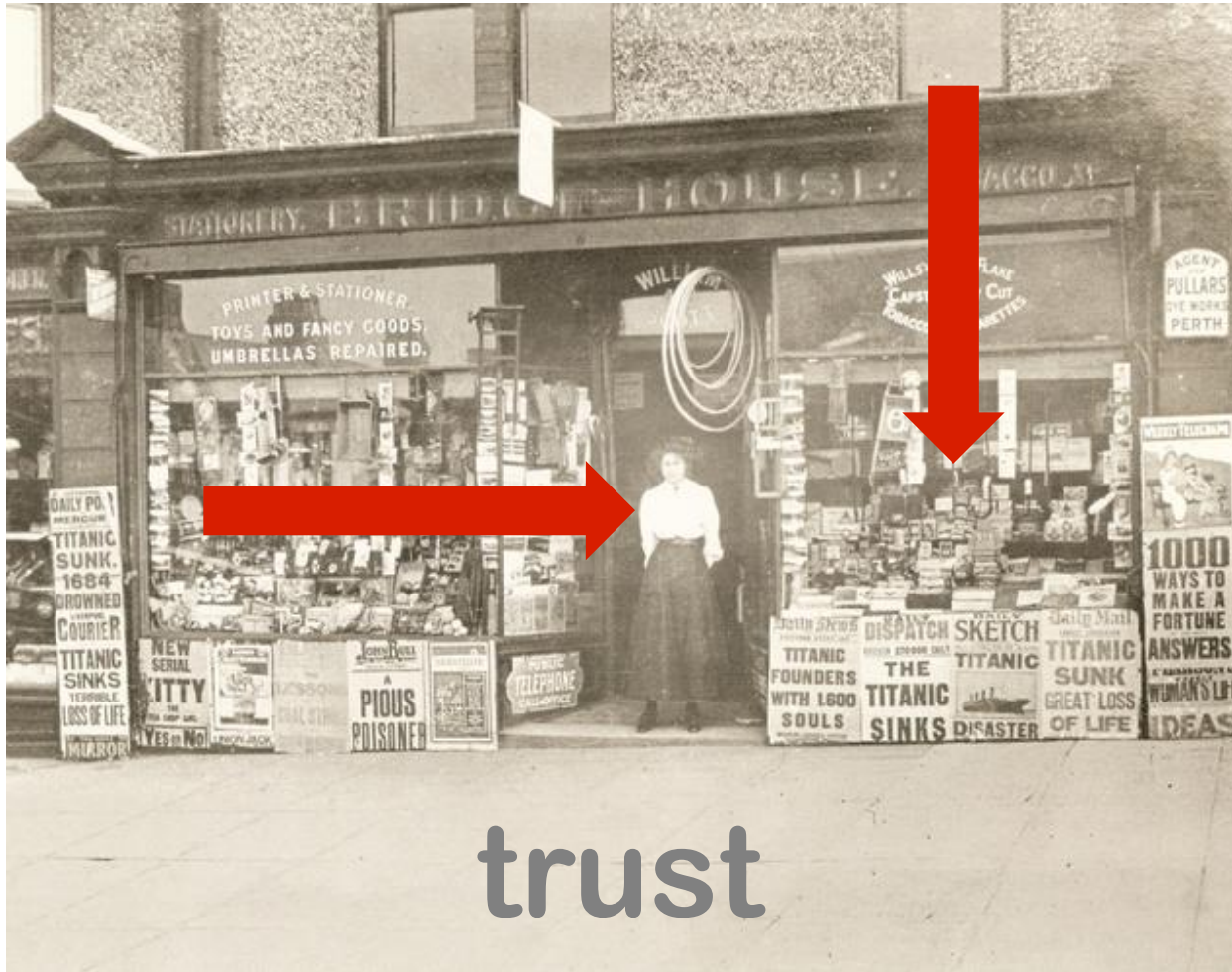
1946



1957



1972



trust

The rise and rise of the supermarket...



Trust versus convenience ...



The dynamic...

Consumer Spend



Manufacturing Costs



Profit



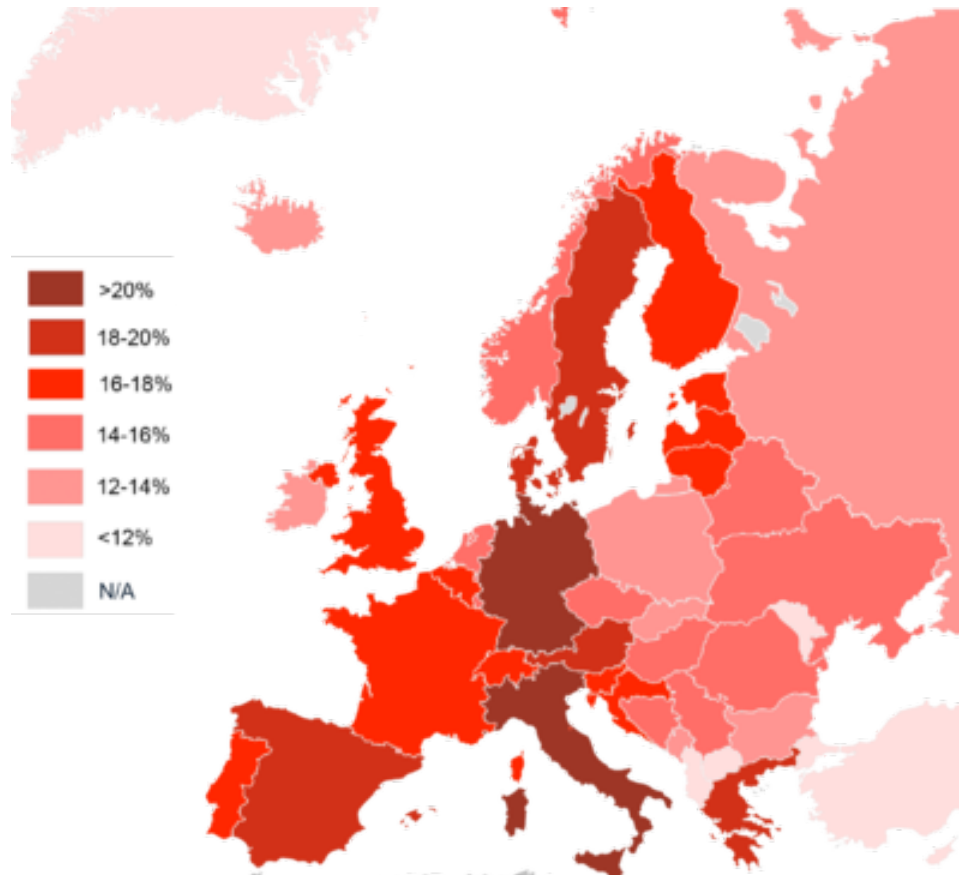
Retailer Costs



Marketing Costs

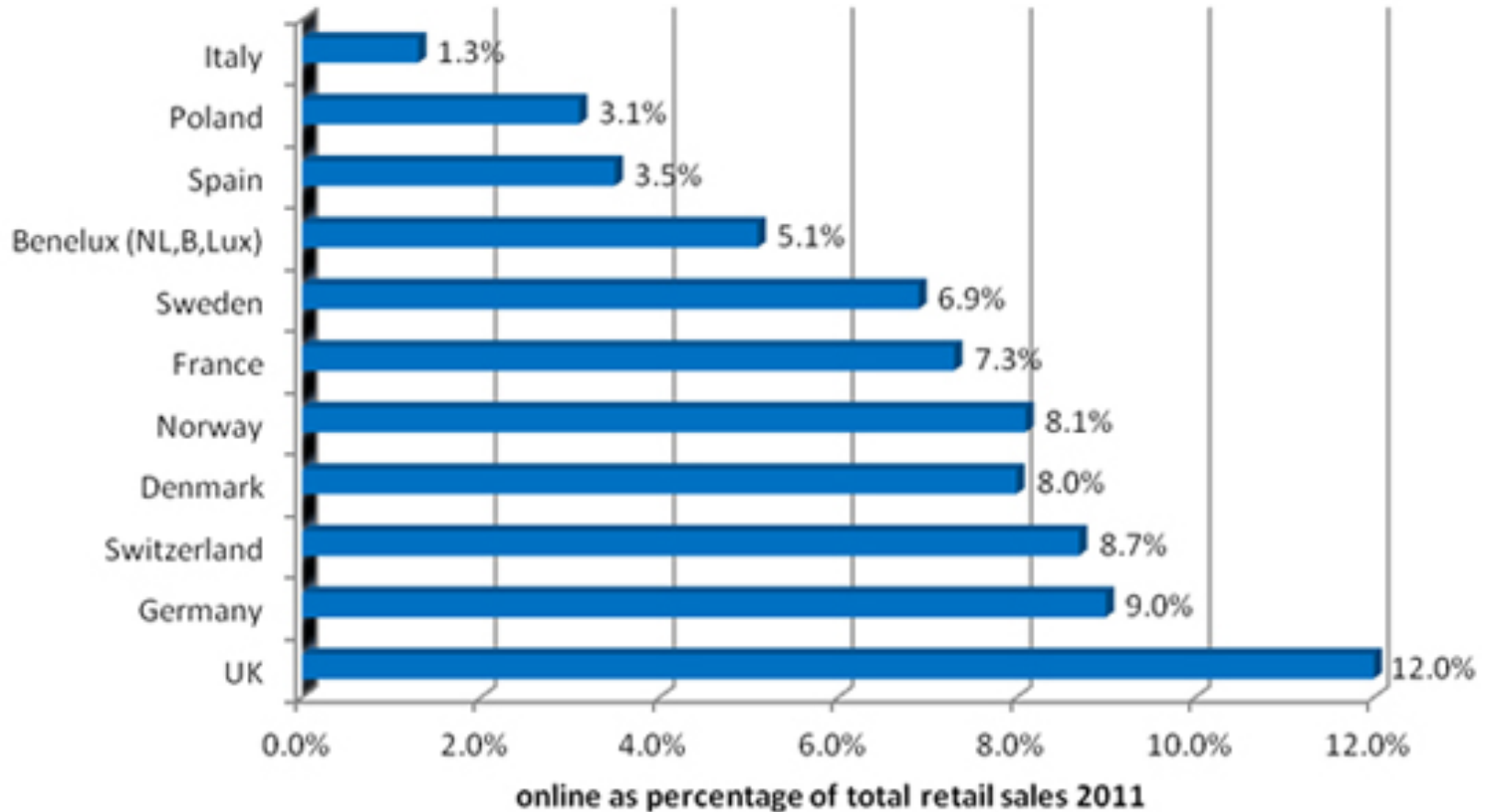
Keeping the balance is crucial





By 2012 the 55 to 64 year old age bracket in the European Region would be larger than the 15 to 24 year old bracket – Social Affairs Minister - EEC

Online Share of Retail Trade 2011 Combined sales €200.52bn



Increase Online Sales 2011-12

UK	14.0%
Germany	13.0%
Switzerland	16.0%
Denmark	14.0%
Norway	17.0%
France	22.0%
Sweden	18.0%
N/B/L	14.0%
Spain	16.0%
Poland	24.0%
Italy	18.0%
Average Europe	16.1%

**With this
knowledge...**

the big retailers future role...



more of this



less of this

the big retailers future role...



more of this



less of this

The brands future role...



Harley Davidson

the full brand experience...

Starbucks



...engaging all senses

The brands future role...



Harrods – the masters

the full brand experience...

Hollister



...engaging all senses

packaging's future role...



Commodity



Experiential

packaging's future role...



Commodity

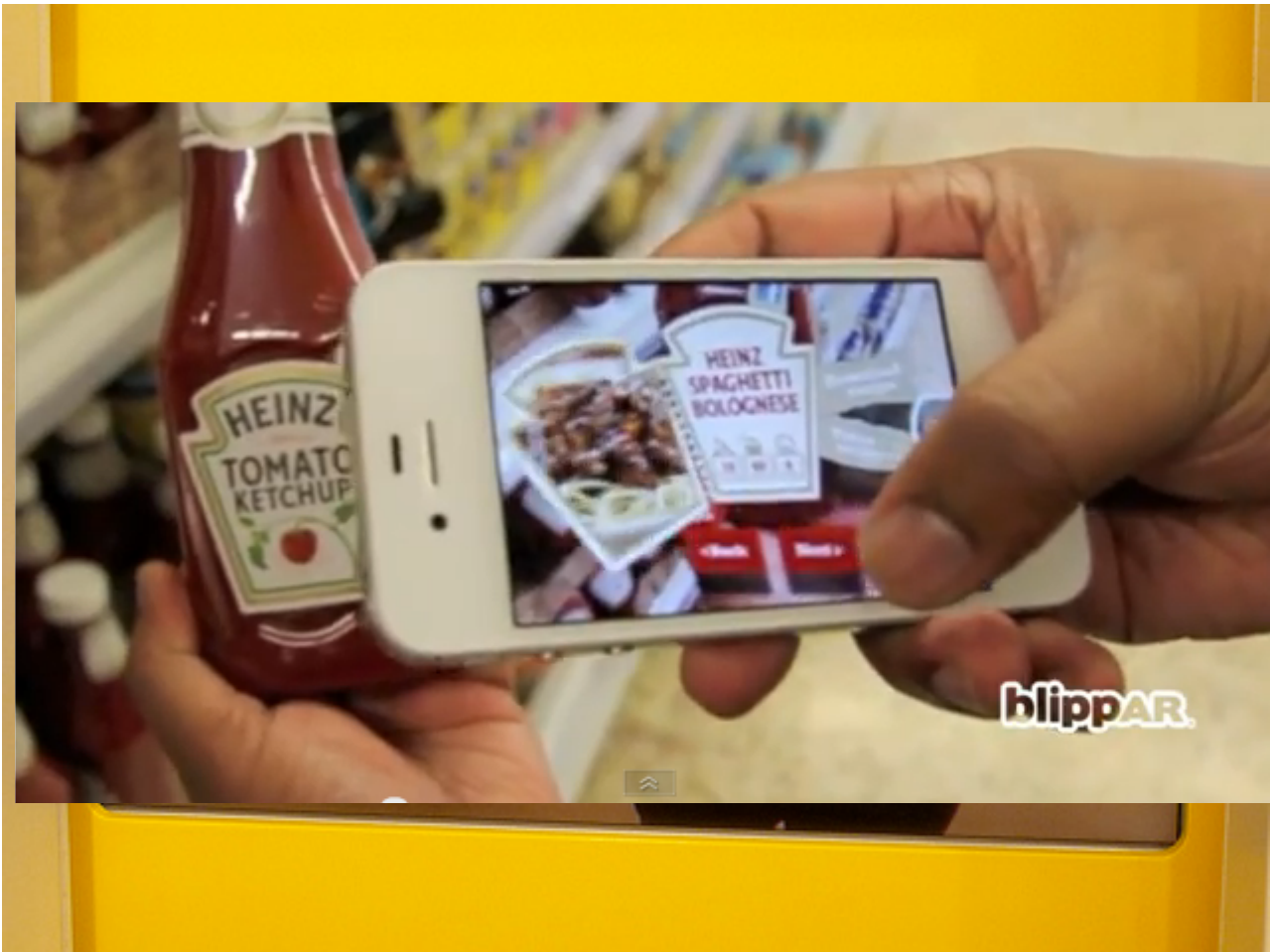


Fauchon food shop



Experiential

on-line becomes tangible...



predictions

Big out of town retailers will need to become experiences beyond buying and selling.

On-line will need to connect to reality via senses

On-line packaging will become be two tiered - commodity and luxury

Local will become more valued – avoiding costs

Stores will need to raise the experience to new levels – service is all

Brands will need to take control of their own sales

KBVConsultants Brand, Packaging and Retail Troubleshooters

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