

Retail-Ready Packaging Expands Globally

PMMI

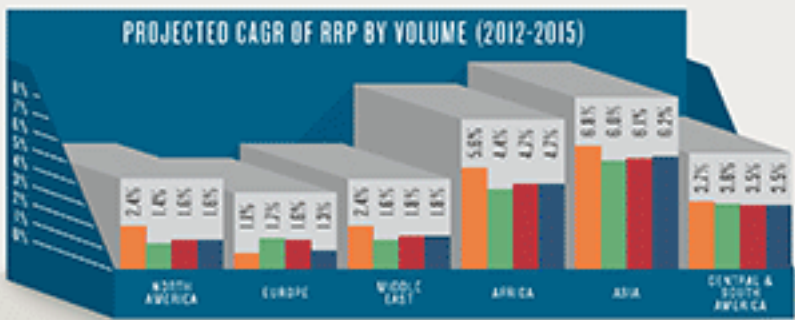
READY FOR GROWTH

Retail Ready Packaging on the Rise



PMMI, The Association for Packaging and Processing Technologies, reported on global trends driving the demand for retail ready packaging (RRP).
The 2014 Retail Ready Packaging report summarizes interviews with 60 manufacturers and retailers.

While Europe represents the largest global RRP market, the highest rates for RRP growth are in developing regions such as Africa, Asia and Central & South America.



Look at the trends driving this demand:

1. Urbanization & Population Growth

Both of these factors positively impact retail sales and the highest rates of urbanization are in Asian countries such as China and India.



Based on this data, here are actions manufacturers can take to grow business:

2. Supermarkets

Large box stores are defining the RRP market and exert considerable control over their suppliers' investment and product decisions. The top 10 supermarket retailers in the world account for 23% of total supermarkets.



Weigh the benefits of expansion into global RRP growth markets such as Africa, Asia and Central & South America.

3. Labor Savings

Manufacturers are willing to invest in specialized machinery if it will reduce labor costs, but most are still weighing their decision. However, 79% were confident investments in packaging machinery will grow.

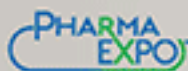


Explore using drug stores as a test market for new products due to their large selection and lower volumes.

CO-LOCATED



ADVANCING PROCESSING AND PACKAGING



November 2-5, 2014 • Chicago, Illinois USA

Brand owners and manufacturers can find the latest innovations in RRP at PACK EXPO International 2014.

Co-located with Pharma EXPO, the shows span more than 1.1 million square feet and attract more than 50,000 attendees.

Register today at packexpointernational.com

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Reston, Va. — Rrrip! The stock boy opens and places a tray of product on the shelf. Rrrip! He does it again. A few more times and he's done — in a fraction of the time and with better results than if he had placed the product piece by piece.

For “Retail Ready Packaging: Research and Analysis,” a recent report from PMMI, The Association for Packaging and Processing Technologies, researchers conducted lengthy interviews with an assortment of brand owners, machinery manufacturers and retailers to learn what's behind growth in the market for retail ready packaging (RRP).

Driving the expansion are retailers, particularly large-box stores and supermarkets, whose influence stems from sales volume, the PMMI study reports. That's particularly true in developing markets, such as Asia and Africa. Both saw significant rates of growth in 2012, although they're not the largest RRP markets. (That distinction goes to Europe, followed by North America.)

“Urbanization, population and economic growth are significant drivers for RRP,” says Paula Feldman, director, Business Intelligence, PMMI, “Especially when they are accompanied by an increase in the number of supermarkets and large box stores. RRP enhances shelf appeal and supply chain efficiency, so retailers often see it as a must-have, and use their considerable leverage with manufacturers to make it happen. As they adjust their packaging requirements, manufacturers must continue to innovate to stay competitive.”

CPGs interviewed generally expressed willingness invest in specialized packaging machinery for RRP — if it would mean reduced costs in the long run — but also preferred limiting investments to components that simplify and streamline particular points on the manufacturing line. Considerations of lifetime cost, labor costs, flexibility and reliability all weigh heavily on their purchase decisions for RRP equipment, as does knowing that packaging requirements are apt to differ between one retailer and another, and between an individual retailer and the market at large.

Although the conundrum can put manufacturers in the position of absorbing equipment costs, 79 percent of interviewees said they're confident these investments will grow.

Material preferences for RRP were mixed among respondents. While most favored rigid formats for durability and appearance, 67 percent reported they would opt for flexible materials for cost savings.

Regardless of which direction a brand owner takes, [PACK EXPO International 2014 \(Nov. 2-5; McCormick Place, Chicago\)](#) [1] will be North America's leading resource for packaging and processing solutions this year. The 2014 event will feature the return of The Brand Zone, dedicated exclusively to material and container innovations — including materials and formats for high-impact RRP. The pavilion, located in McCormick Place's Upper North hall, will showcase a broad range of substrates such as paperboard, rigid and flexible plastics; glass and metal

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packaging, and printing and ink solutions.

Register for PACK EXPO International and its co-located partner, produced in partnership between PMMI and the International Society of Pharmaceutical Engineering, at packexpointernational.com or pharmaexpo.com.

About PMMI

PMMI, The Association for Packaging and Processing Technologies, is a trade association representing over 650 packaging and processing supply chain companies that provide a full range of packaging and processing machinery, materials, components and containers. PMMI actively brings buyers and sellers together through programs and events such as The PACK EXPO family of trade shows, packexpo.com [2], PMT Magazine, PACK EXPO Show Daily, networking events and educational programs.

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[2] http://cp.mcafee.com/d/k-Kr4x8idEInpKO-OyYrKrhKO-qemkTS4jqdSnPhOOC-Y-rhKOejuud7aoUSztAs-CztYQsCOTjPOT4_xiNfU0Hk3eMDF7RvgBLbCZgcX2uAvlZ2mYKrv8uqerWO_R-73DT6eLsKCCMzObWdSmemKDP55mZSel3PWApM6CT3qa9K_8K6zBV55BeXNKVI07Zytme87J-jH46YLBFUNsQsIf9Lf99K6zCZSn3hOMqehOiGiAirwUQsFCzCWbbOgwU78EEIc3dNtdAe4DMUsd2009fygQbCzAg4C7AQECO5mUmYKTjPBjAT3hPuXbxEVod78UXX4WI7qqei1EVolwyxH3zdPhOevv_S7DdRdcsXpSMazYSUMmSpfy1XvAWN1LbCQnckPhOr1vPShVEw1vWwmd40mSNnicE4jh02_mH6pEw2YFQd44OvCy0o9-up-xEwS21EwCjYQg2gm2I3rVEVdGB8tM3EW5ZmN