



What you need to know about  
**fruit & vegetables consumers**,  
EU **regulations** and their  
impact on **packaging** solutions

## Key Topics Covered

- **Why and how** the fruits & vegetables market is changing?
- **Where the market** is going?
- **How do the changes impact** fruits & vegetables producers?
- **How can DS Smith support** you and your business?



## What impacts the world of fruits & vegetables

- **Consumers are changing their behaviours** and choices they make.
- **EU brings new regulations** to food packaging.
- **As a result, retailers transfer new expectations** on fruits & vegetables producers, merchants and packers.



# Macro Trends Driving Change

## Climate Change

### Time to Zero in

With the effects of climate change becoming increasingly visible, businesses and consumers recognize that they **must move away from unsustainable growth** and towards an economic model that mitigates harm, **promotes circular practices**, and regenerates the environment.



## Hyperconnectivity

### Connected Realities

The world is becoming “**hyperconnected**”, with the day-to-day functioning of society increasingly dependent on billions of connected devices. While this shift promises to unlock **ground-breaking innovations** in many fields, issues around **data protection** and **privacy** will take centre stage.

## Rise of Gen Z

### Gen Z Influence(rs)

With high expectations around **sustainability, ethics, labels, politics, technology** and more. Businesses must adapt quickly to the Gen Z mindset or find that they are no longer relevant.

Consumers' **awareness of climate change** and related environmental issues is higher than ever, especially among the Gen Z and Millennial demographics.

Around the world, people increasingly want to help combat climate change by living more sustainably and are choosing to buy from companies that are working toward a **circular economy**.

Companies that fail to follow suite are not only being dropped but are increasingly called out on social media. Companies that are transparent and informative about their entire value chain are well-placed to benefit moving forward.



## Rise of Gen Z

### Gen Z Influence(rs)

Gen Z  
(born between 1997-2012)  
In 5-10 years, Generation  
Z will become the largest  
subset of consumers.  
With huge spending power  
at their disposal

Even now, over 70% of  
surveyed Gen Zers said they  
influence family purchasing  
decisions on food, furniture,  
household goods and  
beverages.

These consumers will  
drive expectations  
around sustainability,  
ethics, labels, etc.  
Businesses must adapt  
quickly to the Gen Z  
mindset or find that they  
are no longer relevant.





## Segment Key Trends

### ● SUSTAINABILITY

62% of Europeans are willing to pay more for reduced plastic packaging.\*

### ● GOOD QUALITY AND TASTE

33% of consumers consider quality of the fruits and vegetables as the most important factor for their satisfaction. Top drivers determining quality are the appearance of the product, its taste, its size, shape and freshness. Shoppers expect packaging to keep the product fresh as long as possible.\*\*

### ● TRANSPARENCY OF THE INFORMATION

Shoppers want to get information about where their fresh fruits and vegetables come from, how they were produced and how fresh they really are. Paper packaging and high quality print can provide all relevant communication.

### ● CONVINIENCE

Time-pressed consumers would like to purchase fruits and vegetables in convenient, ready-to-cook formats and are looking for on-the-go, snacking occasions.



**37%**  
of industry professionals  
say that their company  
plans to invest in education  
and consumer behavioural  
change\*\*\*

\* Source: DS Smith and OnePoll, 2020

\*\* Source: Fruitlogistica Trend Report 2019 - Consumer survey

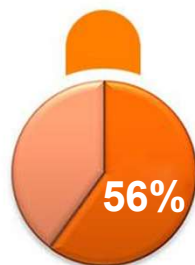
\*\*\*Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, 2022

## FRUITS &amp; VEGETABLES

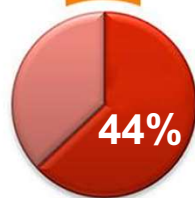
## Consumers prefer plastic-free packaging



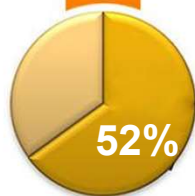
44%  
of consumers decide  
to use sustainable  
packaging



...of consumers decide to **reduce plastic use**



...of consumers decide to use **sustainable packaging**



...of consumers perceive recyclability as main packaging feature

Source: Euromonitor International Voice of the Consumer: Lifestyles Survey, 2022



## Policy intelligence

- The use of plastics is increasingly restricted since the EU Single Use Plastics Directive, which implements plastic bans and restrictions
- Single use plastic packaging is banned for most fruits and vegetables in Spain, and similar bans are expected elsewhere
- Plastic packaging costs have increased with the introduction of plastic taxes in the UK and Spain
- Extended Producer Responsibility schemes triggers eco-modulated fees for packaging across 25 EU countries, penalising hard to recycle materials



## Key changes in producers attitude

Producers of **fruits and vegetables** products are doubling down on their **sustainability** efforts, with a stronger focus on **eco-friendly packaging**. Meanwhile, private labels are expanding their economy ranges as consumers feel the effects of the **cost of living crisis**.



**Sustainability  
is a key driver in  
fruits & vegetables  
packaging**



## We are constantly innovating for you

At DS Smith we are **inventing, re-imagining and redefining packaging** to help you respond to changing law, buyer's requirements and shopping habits, with innovative solutions.

We are an expert in **fruits and vegetables** packaging segment with proven track record of innovations.







## FRUITS & VEGETABLES

# DS Smith helps customers to make most of their business



**Reduce product damage** to reduce cost.



**Optimize pallet and truck load** to lower transport costs.



Producers and traders need to be **fast and flexible in meeting retail demands**.



**Need for speed and flexibility** from packaging suppliers.

## From past to the **future of packaging**

Plastic-based solution



Paper-based solution  
from bottom to lid



# DS Smith paper-based punnets

## Premium

**Premium packaging has the power to influence audience**  
perception for something more valuable, adding value to the product.

## Retail

**Logistic standardization should create strategies**  
for moving the products efficiently and cost effectively.

## Bio

**The Alliance between quality and food safety, ecology and balance.**  
Board grade: E flute (B/B) , K90-F85-K90







**Our experts  
will work with you to  
deliver your optimal,  
tailor-made solution**

## FRUITS & VEGETABLES

# Let's design your Fruits & Vegetables packaging **together**

- Fresh fruit & vegetables are one of the most **difficult** in terms of **expected demand**, managing **supply** and **stock**
- With our **multiple tools and expertise**, we
  - ✓ support your specific supply cycle, transport & warehousing to develop the **most efficient solution**
  - ✓ apply your preferred high quality print
  - ✓ ensure you always have your packaging when needed

## **Protect your goods with ease throughout supply cycle**

Thanks to corrugated board usage and structural design, **our punnets will help you better protect your product.**

Based on your needs, **we design and develop a solution**, using:

- ✓ Circular Design principles
- ✓ Optimisation software
- ✓ PACE program ensuring from design to delivery an optimized solution from cost and protection point of view







FRUITS & VEGETABLES

## Tailor made high quality print

**Offset  
Digital  
Flexo  
HQ Flexo**

The correct choice of type of print is key to meet your customers' expectations and/or guarantee your brand or company logo standout

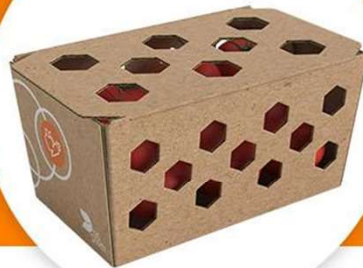


## DS Smith punnets examples of our broader portfolio

Open top punnet



Punnet with lid



Punnet with handle



## Multiple possibilities closing and sealing



Closing and  
sealing with  
double-sided  
tape



Automatic  
closing  
in line



Filler  
(hotmelt)



Manual  
closing



Sticker  
label



Snap tab



## Benefits of our Innovation



Made from  
recyclable  
cardboard

**Recyclable**

**Brand  
communi-  
cation**

- ✓ Supports differentiating shapes allowing product customization
- ✓ Personalized brand design and messages by printing
- ✓ Distinctly different and standing out on the shelf

**Product  
protection**

- ✓ Structural design
- ✓ Secure closure
- ✓ Special requirements: moisture-proof, non-slip



Easy-open  
Smart design  
makes visible  
inside the  
packaging

**User- friendly**



## Technical description



- ✓ Appropriate for food contact
- ✓ Biodegradable
- ✓ Allowing the right levels of humidity and ventilation



- ✓ Assembling: automatic/manual
- ✓ Punnet with lid or handle
- ✓ Optimized for supply chain-transport, storage and pallets

## Benefits above the Innovative Packaging



More sales



Lower cost



Risk managed



Circular Ready

Next to our wide range of standard packaging solutions as well as innovations for **fruits and vegetables** segment, we help our customers in all key valued areas.

### Get in touch

At DS Smith we are committed to driving innovation and sustainability in partnership with our customers.

### Follow us



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[DS Smith](https://www.linkedin.com/company/ds-smith)



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Let's create a sustainable packaging future, together!  
Start the Cycle and get in touch today to develop eco-friendly solutions and understand more about what these trends could mean for your packaging design and messaging.

**The Power of Less®**





# Thank You

Danke Dankjewel Благодаря 谢谢 Hvala Dík Tak Aitäh Kiitos Merci Ευχαριστώ  
Köszönöm Grazie Paldies Ačiū Ви благодарам شكرا لكم Dziękuję Obrigado Mulțumesc  
Ďakujem Gracias Tack ขอบพระคุณ Teşekkür ederim

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