



**INSPIRATIVE
PACKAGING
CONCEPTS
FOR WINE SEGMENT**



The world is changing faster than ever and so does the packaging industry. With new digital technologies changing the way we shop and live and a need to take better care of the environment, now is the time for a new approach to packaging.

Packaging is becoming a key differentiator for big brands, but consumer habits are changing the nature of packaging, both shelf-ready and e-commerce are equally important.



Slight differences and ever-changing character represent the market, similarly to wine itself. It is our responsibility to decipher those differences.

Ade McKeon, General Manager, Accolade Wines UK and Ireland

The wine industry will never be the same again. What are the main digital trends you should know?

5

KEY
DIGITAL
TRENDS

1



TECHNOLOGY
will be everywhere,
from the vineyard
to the bottle



People are using drones in vineyards to have more precise pest control and to gather data



Brancott Estate in New Zealand is trying a new approach: a multisensorial wine tasting experience with Virtual Reality



With Kuvè Connected bottles, people can read a lot of information about the wine they're drinking



Brands like Pernod Ricard are using QR codes and connected "smart bottles" to fight back against fakes and to guarantee traceability

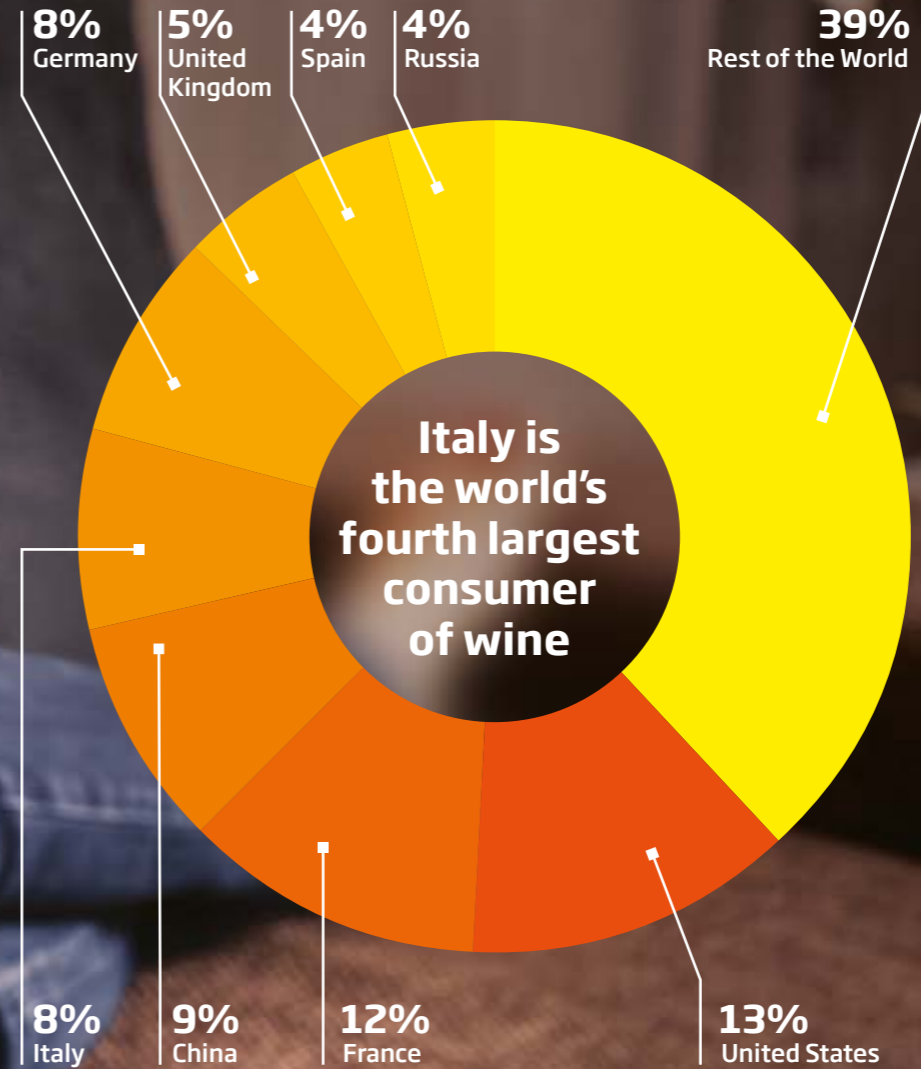
Source: Gummy Industries – Wine and social networks March 2017

Globally, wine e-commerce is booming. It has grown by 600% since 2006 and it's worth 4,3€ Billions.

PEOPLE
will buy wine
ONLINE



Wine Consumption in the World

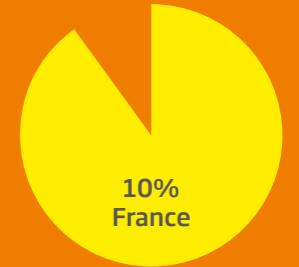


50% of Italians drink wine regularly.

Source: Gummy Industries – Wine and social networks March 2017

Online selling of wine in UK is significant.

HUGE MARKET OPPORTUNITY



In China 20% of the bottles are sold online.

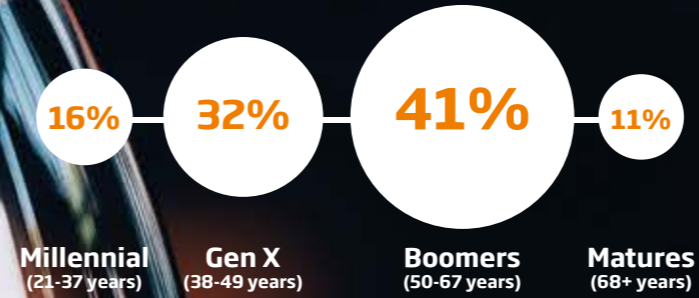
3

PEOPLE will buy wine EVERYWHERE

- where it's easier to do it -

2015 Sales by Demographic

Source: SV B Annual Wine Conditions Survey



PRODUCERS

ONLINE
WINE
CELLARS

ONLINE
WINE
BOXES

AUCTION
WEBSITES

MASS
RETAIL
WEBSITES

SINGLE LABEL

SCOPE

THOUSANDS

The online wine market is very fragmented.

People buy wherever
they find it convenient.

Source: Gummy Industries - Wine and social networks March 2017

4 PEOPLE are talking ABOUT WINE even if they are not sommeliers

VIVINO is the largest community about wine with 10 million members, where 500,000 customers discuss their opinion every single day.

Wine customers are active on most general and specific social media.

There are wine lovers everywhere online, from Facebook to Instagram. Although social media are not really effective as a sales channel, but they can be useful for branding.

Source: Gummy Industries – Wine and social networks March 2017

5

a SUGGESTION from a FRIEND is worth ten thousand ADS

A great influencing factor in the wine world can be a couple of users with a large follower base.

The advice of family members and in-store wine tasting also have an impact on purchase.

Source: Gummy Industries – Wine and social networks March 2017



The "Moment-of-Truth" in E-Commerce

41%

of online retailers use too much packaging materials

55%

of the sent boxes do not reflect the value of the brand

61%

of the boxes do not have any logo on the packaging

24%

of the boxes sent are not easy to open

10%

of all products arrive damaged

The wine world is changing. Purchase is influenced by old and new factors.

Packaging is a way to talk to different customers.

Transparency can be a great brand value.

Visual communication can build a fresh brand.

A good packaging protects the product.
A perfect packaging protects the brand.

4
**MAIN
PACKAGING
CHALLENGES**



1

DAMAGE IS THE CHALLENGE

E-commerce studies show that among all online shoppers,

64%

have received a damaged package at least once since they have started to buy online. Among them

23%

are ready to share their bad experience on social media.

Source: Smithers Pira

Packaging could be dented, crushed, ripped or even appeared to have been opened



SMART SOLUTION DESIGNED BY DS SMITH

Easy to setup,
pre-glued insert

Outer carton with
crash zone, which
protects the product





OVER PACKING EXCESSIVE PACKAGING

56%
of online
shoppers
would prefer
no extra plastic
or void fill
in their
packaging.

39% of shoppers who
have bought something
online are concerned
about excess packaging

**SMART
SOLUTION
DESIGNED
BY DS SMITH**

Optimised structural
design layout

Minimal packaging
waste



BRANDING, STORYTELLING AND PERSONALISATION

Emotion plays a big role when it comes to shopping. Secondary packaging can enable the brand experience to carry on in the home or workplace. In fact, 55% of online customers are convinced that they will purchase from those websites again if their products come in customised packaging.

SMART SOLUTION DESIGNED BY DS SMITH

Inside printed with personalised message

Unique opening and unpacking experience

Integrated features for carrying and handling

Premium presentation of the product



4 ECO-CONSCIOUS REUSABLE EASY RETURN

29% of respondents say they are more likely to buy products made from or packaged in recyclable material, and do so on a regular basis (Gfk, 2011)

21% of respondents claim they would actively choose brands that made their sustainability credentials clearer on their packaging and in their marketing (Unilever, 2017)

Trouble-free returns processing is one of the most important criteria that affect Europeans' decisions about where they shop online

RETURNABLE AND REUSABLE BOX

A simple solution to an ever-growing problem will save the world from trash.

Our reusable packaging is made of durable and recycled materials, and it comes in 2 adjustable sizes.



**SMART SOLUTION
DESIGNED
BY DS SMITH**

Easy way to return the package

Intergrated tapes for re-closing



**GOOD PACKAGING
PROTECTS
YOUR PRODUCT,
GREAT PACKAGING
PROTECTS
YOUR BRAND.**

DS Smith Expertise

More than 500 Packaging strategists and designers across Europe in DS Smith develop tailor made packaging solutions for your bespoke needs and supply chain. Contact us and visit our PackRight or Impact Centres.

www.dssmith.com

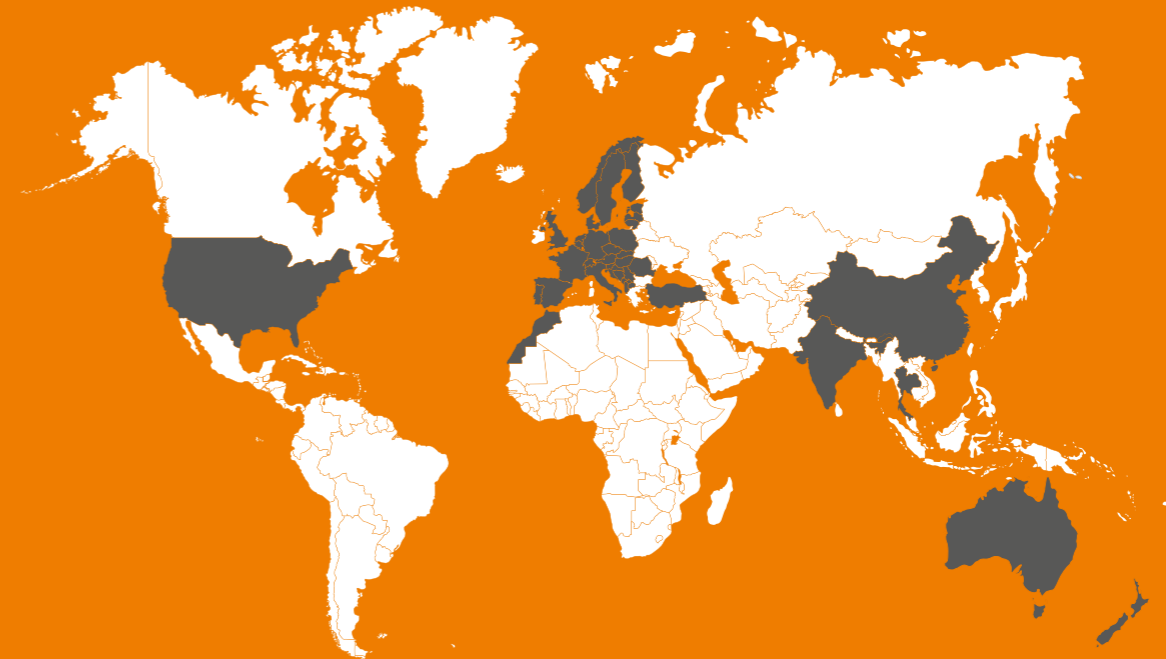
Vision for the future

Redefining packaging for a changing world

At DS Smith we are helping businesses to transform their supply chains, progressing towards even more sustainable targets at the same time as preparing for omnichannel operations. The Industry is being led by consumers. We take a cyclical approach using our expertise from design to production and supply to recycling. By thinking strategically about packaging, we can offer high quality, innovative solutions that take in the whole, not just one part.

Where we operate

A leading provider of corrugated packaging supported by paper and recycling operations.





WWW.STRATEGIC-PACKAGING.COM