

Development of New Competitive and Sustainable Bio-Based Plastics

NewPack
New BioBased Film for Packaging

Final product technical requirements

MUNDOSABOR is an online interaction platform (www.mundosabor.es) which allows a dynamic data exchange between consumers and the food industry. Thanks to this exchange, it is possible to know **consumer concerns and trends** in relation to sustainable food packaging. MUNDOSABOR has a **consumer community made up of different pilot households** spread throughout Spain and its users are marked by age, gender, population, socioeconomic level, family type, level of education, consumer preferences, etc., which makes it possible to carry out studies which are very focused and tailored.

The **objective** of this study is to get to know **consumer opinion and perception** so that these future developments within NEWPACK project are adapted to the market. **NEWPACK project aims at researching the strategies for the development of new packaging** using PHB-PLA, antioxidants and antimicrobial additives for the elaboration of specific formulations for each food product, ensuring durability.

In NEWPACK, the food matrixes which have been selected to be included in this survey are the ones of high interest for the Consortium companies:

- ✓ Fresh-cut vegetables
- ✓ Canned vegetables
- ✓ Salads and fruits
- ✓ Raw-cured sausages
- ✓ Cooked sausages
- ✓ Fresh fungi
- ✓ Canned fungi

This preliminary market study will allow us to predict consumers' behavior against the new developments goal of the NEWPACK project. Therefore, a critical aspect that should be taken into account from the beginning of the project is **being aware of consumer preferences, beliefs knowledge about new more sustainable packaging than conventional packaging, opinions and tastes when trying to innovate** in terms of sustainability, trust, guarantees, and influence of packaging on food durability perception.

For NEWPACK project, a methodology has been carried out to get to know the consumer **motivation and interest** from a psychological point of view, coming to the result that the **main motivations** are:

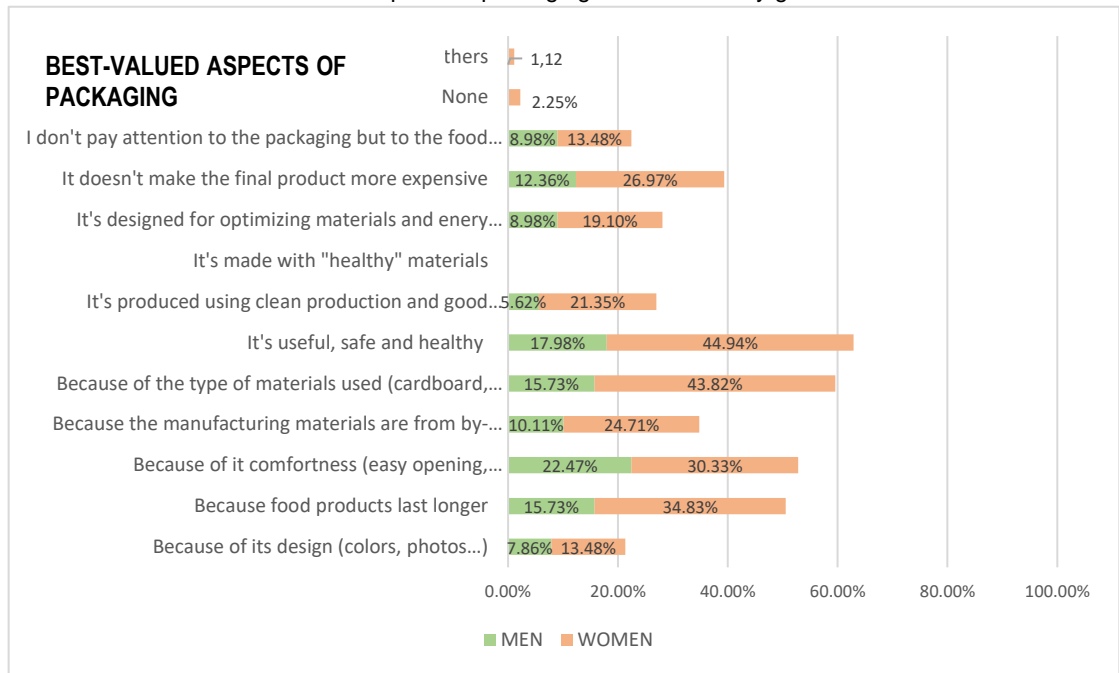
- ✓ **Health** (I buy it because I want to take care of myself) (**74.31%**) (24.34% Men / 51.68% Women)
- ✓ **Pleasure** (I buy it because I like it: its taste, format, texture, aspect) (**74.31%**) (25.84% Men / 49.44% Women)
- ✓ **Natural** (I buy it because it doesn't have added ingredients) (**69.72%**) (21.35% Men / 44.94% Women)

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Among the **best valued points of packages**, the table below shows that **men value more comfort** (that it is microwaveable, easy to open) and **women rate whether it is useful, safe and healthy**.

Table 1: Best-valued aspects of packaging differentiated by gender: men/women



As it can be seen in Figure 1, **all show positive interest (above 50%)**. The strategy of greatest interest to consumers is «**To have packaging developed using the antioxidant properties of natural compounds as an alternative to chemical additives used as preservatives**» for **82.02%** of the participants.

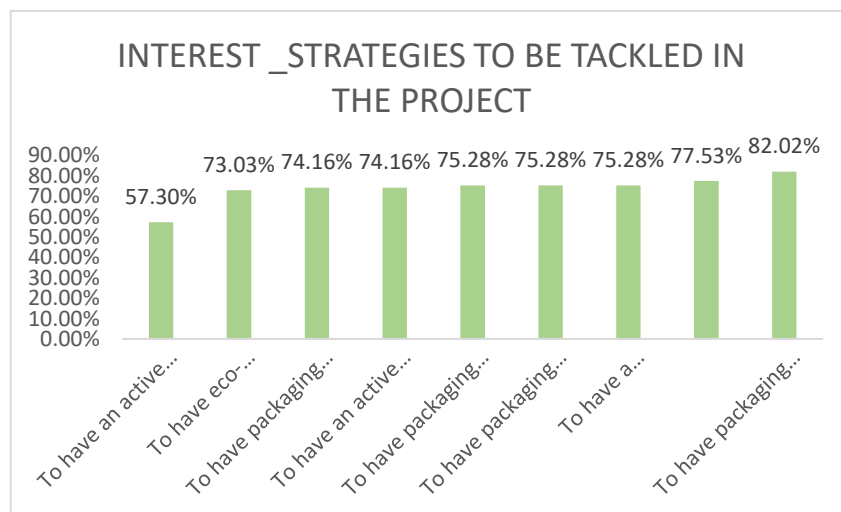


Figure 1: Ranking of interest strategies to be addressed in the project (Σ positive interest)

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In order to ascertain likely price perception of **this newly developed packaging**, consumers were asked whether they would be willing to pay more for biodegradable and compostable packaging; as it can be seen in Figure 2, almost **50% had doubts in the answer**, compared to **31.46% who stated their intention to pay more** for any price product (0.5 euros more for 73.03% of those surveyed) (Figure 3).

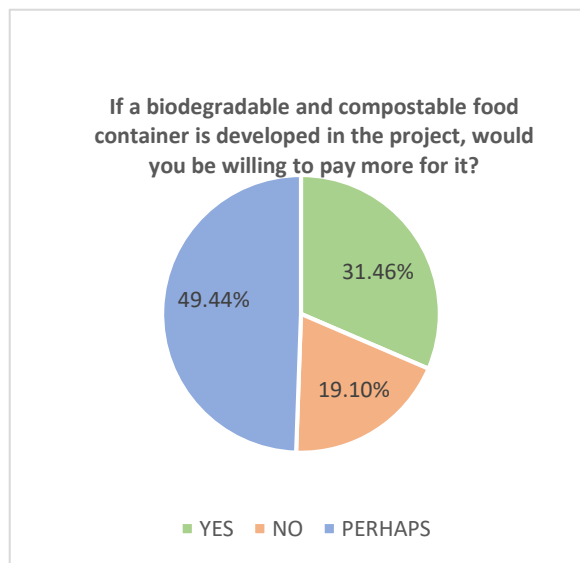


Figure 2: Price perception

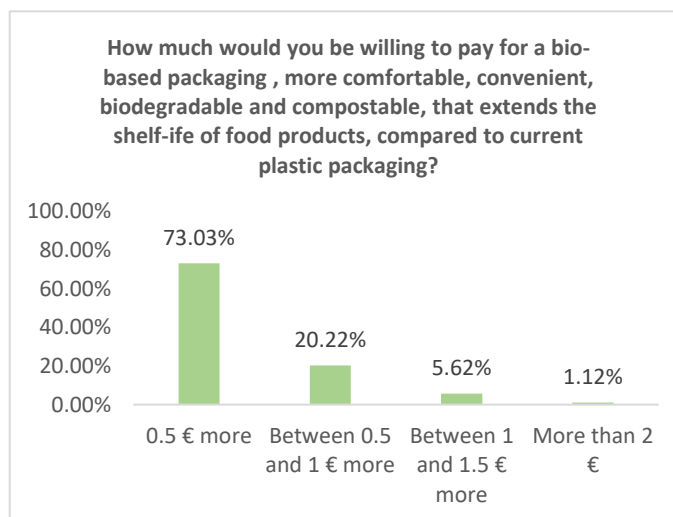


Figure 3: Elasticity to price

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