

Beverage Packaging: How innovation provide convenience

Mintel's new Insights Presentation with a focus on the following areas:

- What are the different elements of packaging design that need to be considered when creating attention grabbing products?
- With the faster pace of life, what are the convenience features showing in different categories?
- What will be the next stage of convenience packaging in changing users' context?

If any of these issues can influence your industry or business then it's time to join us and start looking for opportunities..



1

User-Centered Packaging Design

- An exploration of the three levels of user-focused packaging design, including Visceral, Behavioral and Reflective design

2

Convenience Packaging Innovation Review

- Focusing on how convenience is driving the behavioral level of packaging design to solve usage problems caused by modern lifestyles
- Exploring how convenience based messaging is developing across beverage categories via packaging design

3

What's Next ? + Key Takeaways

- Taking a look at how convenience packaging is developing and how it needs to evolve in order to continue to support the lives of today's consumers



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Bin Hu joined Mintel in March 2012 as Trend and Innovation Consultant for China. He is responsible for the Insight Presentation Programme by creating global Insights presentations and delivering them to key clients in China.

Bin is always keeping his eyes on change and hoping for the chance, with his local knowledge and global thinking, to help brands to innovate effectively. His specialties include trend research, new product concept development, inspirational presentation and workshop design. Bin comes from a background in creative branding consultancy

and market research agencies, covering multiple industries including Consumer Goods, Food and Beverage and Retail.

After getting his bachelor of engineering degree, Bin studied in Milan and received a Master's degree of Business Design with honors at Domus Academy, the first postgraduate design school in Italy to be nominated three times by *Business Week* magazine as one of the best design schools in the world.

饮料包装： 如何借力创新为消费者提供便利

英敏特最新一期创新洞察将围绕以下几个话题展开：

- 在发想新的产品包装概念的时候，哪些因素值得考虑？
- 生活节奏加速，消费品的便捷特性如何在不同品类中得以体现？
- 随着消费者使用情景的变化，便捷包装的下一波趋势将是什么？

如果以上问题也正是您所关注的，那这次分享的机会正是您重新审视这一机会的大好时机，欢迎您到现场来交流！



1

人性化包装设计

- 分别从三个层面来一探人性化包装设计的奥秘：本能层、行为层以及反思层

2

全球便捷包装创新回顾

- 包装在便捷产品中担当着重要作用，并且在行为设计的层面极大的帮助到消费者解决现代生活中的各种问题
- 纵览GNPD数据库中，全球便捷产品如何通过包装来表达便携的使用体验

3

新兴趋势及重要启示

- 消费者使用产品的情景也在发生日新月异的变化，所以便捷包装的设计也需要不断地迎合消费者变化的需要



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胡宾2012年3月加入英敏特，身为趋势与创新咨询师，他主要负责洞察分享专项服务，撰写全球跨品类创新趋势讲座，并为中国的重要客户做现场讲解。

胡宾兼具国际视野和本土经验，专注于洞察市场变化并从中寻找商机，从而帮助企业找到适合自己的创新路径。在加入英敏特之前，他效力于品牌咨询和市场研究公司，有消费品及零售等多个行业的工作经验。他致力于建立连结创新与商业的桥梁，并擅长于趋势预测、新产品概念开发、开放式分享会和创新工作坊设计等多个领域。

在获取工学学士学位之后，胡宾曾赴米兰多莫斯设计学院进修，并获得商业设计（设计管理方向）荣誉硕士学位。该校是意大利首个设计研究生院，曾连续三年被《商业周刊》评为“全球最佳设计学校”。