



Further, Together

# The New Era of Product Development

NEW YORK • LONDON • LUXEMBOURG • SHANGHAI • ISTANBUL • BUCHAREST • BUDAPEST • ATHENS • THESSALONIKI

Market Research & Business Analysis Dpt  
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Απαγορεύεται η αναδημοσίευση ή αναπαραγωγή του παρόντος έργου στο σύνολό του ή τμημάτων του με οποιονδήποτε τρόπο, καθώς και η μετάφραση ή διασκευή του ή εκμετάλλευσή του με τρόπο μηχανικό ή ηλεκτρονικό ή οποιονδήποτε άλλο σύμφωνα με τις διατάξεις του ν. 2121 / 1993 και της Διεθνούς Σύμβασης Βέρνης – Παρισίου, που κυρώθηκε με το ν. 100 / 1975. Επίσης απαγορεύεται η αναπαραγωγή της στοιχειοθεσίας, της σελιδοποίησης, του εξωφύλλου και γενικότερα της εμφάνισης του βιβλίου με φωτοτυπικές, ηλεκτρονικές ή οποιεσδήποτε άλλες μεθόδους σύμφωνα με το άρθρο 51 του ν. 2121 / 1993 χωρίς γραπτή άδεια του εκδότη.

Antonis Kekiliadis  
Head of Market Research & Business Analysis Department, DK Marketing



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1.

# DK Marketing and Idea Monkeys



# 1. DK Marketing and Idea Monkeys

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## Who We Are

# we are



### HEAD QUARTERS

745 5TH AVE, SUITE 500  
NEW YORK, NY 10151, USA  
+1 212 897 2278  
NY@IDEAMONKEYS.COM



72 WELLS STREET, LONDON,  
UK W1T 3QF  
NEAREST STATION: OXFORD CIRCUS  
+44 020 7323 0024  
LONDON@IDEAMONKEYS.COM



2.

## Packaging Trends



## 2. Packaging Trends

1

### US vs. EU Packaging Trends



The biggest trend difference between **EU** and **US** lies at **modern vs. vintage** product packaging choices

## 2. Packaging Trends

2

### Packaging to Prevent Food Waste



- Increasingly more companies decide to print **on - pack information** about the **benefits packaging can bring**, such as:
- ✓ Extension of **food freshness** and **shelf life**
  - ✓ **Preservation of ingredient** fortification
  - ✓ **Safe delivery** assurance
  - ✓ Efficient and safe **access to essential products** in developed and underserved countries



## 2. Packaging Trends

3

### E-Packaging

From **cardboard** to **plastic packaging**, due to **drone delivery** expectations



**Brand packaging** moves to **transit package**, as **online sales** get ready to take on the retail market

## 2. Packaging Trends

4

### Less Info = More Trust

The key factors behind the immense rise of this trend are:

- ✓ **Consumer disbelief** on companies and regulatory systems
- ✓ Constant increase of consumer's **knowledge**
- ✓ **Ad bombardment**



**Info light packaging** follows the trend of **emotional packaging**, where consumers prefer heart-warming packaging rather than facts and certifications

## 2. Packaging Trends

5

### Eco – Friendly Package ...

The **eco – friendly packaging** alternatives correspond with the needs of the **younger generation of consumers** and their healthier lifestyle



Companies alternate their packaging with **recycling material**, less packaging, on – pack environmental and ethical **claims, transparency** and **traceability**



**Circular economy** redefines the product development sector

3.

## Innovative Products



# 3. Innovative Products

1

## well, Eco – Friendly Everything

**Free From Products** with insights and guidance by **DK Marketing**

Expected to grow with an annual rate of **5%** (CAGR), while gluten-free market with **4%** until **2025**



**Condito SA** launched a complete line of **gluten-free products**, as well as an **egg-free mayonnaise**



# 3. Innovative Products

1

## well, Eco – Friendly Everything

### Products with **Sugar Substitutes**



Expected to grow with an annual rate of **4%** (CAGR), until **2025**

**Coca Cola with Stevia** premiered worldwide in **Greece**, following Sprite Zero a few years ago



# 3. Innovative Products

2

## Wine Packaging

The wine packaging sector, thriving with innovation, introduces **carton box packaging** replacing the tradition of glass bottles



**GreenBottle Ltd** introduced the first wine package made out of **paper**



# 3. Innovative Products

3

## On – the – go Packaging



The fast paced and stressful daily life of the consumer has pushed companies to innovate **easy – to – use product packaging for fast consumption**





# 3. Innovative Products

4

## Edible Packaging by DK Marketing



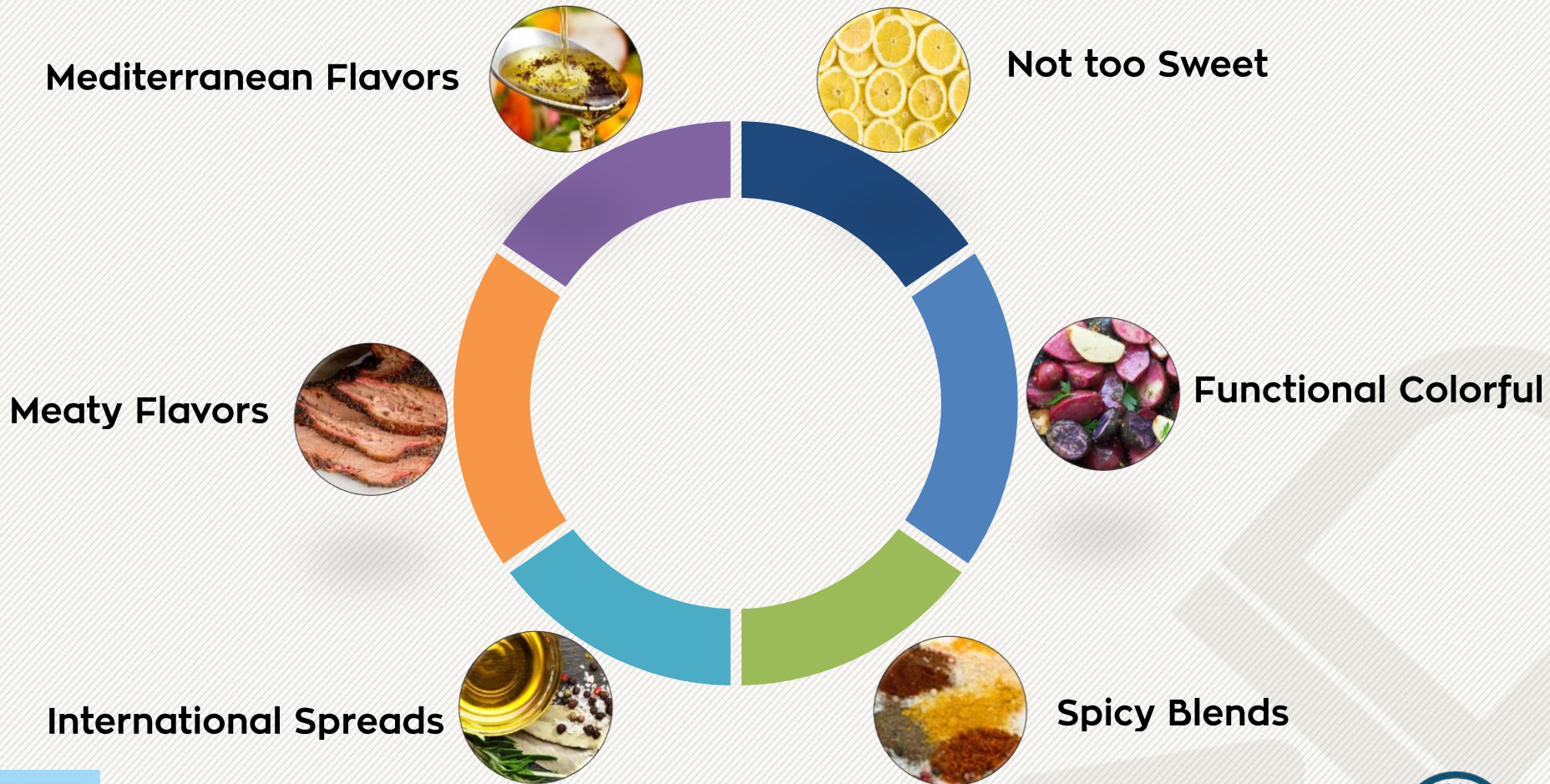
The expertise and know-how of **DK Marketing** took the market by storm, introducing **edible earphone packaging**



# 3. Innovative Products

5

## Mmmm ... Flavors



4.

And How We Do It?



# 4. And How We Do It?

1

## Artificial Intelligence and Big Data Analysis



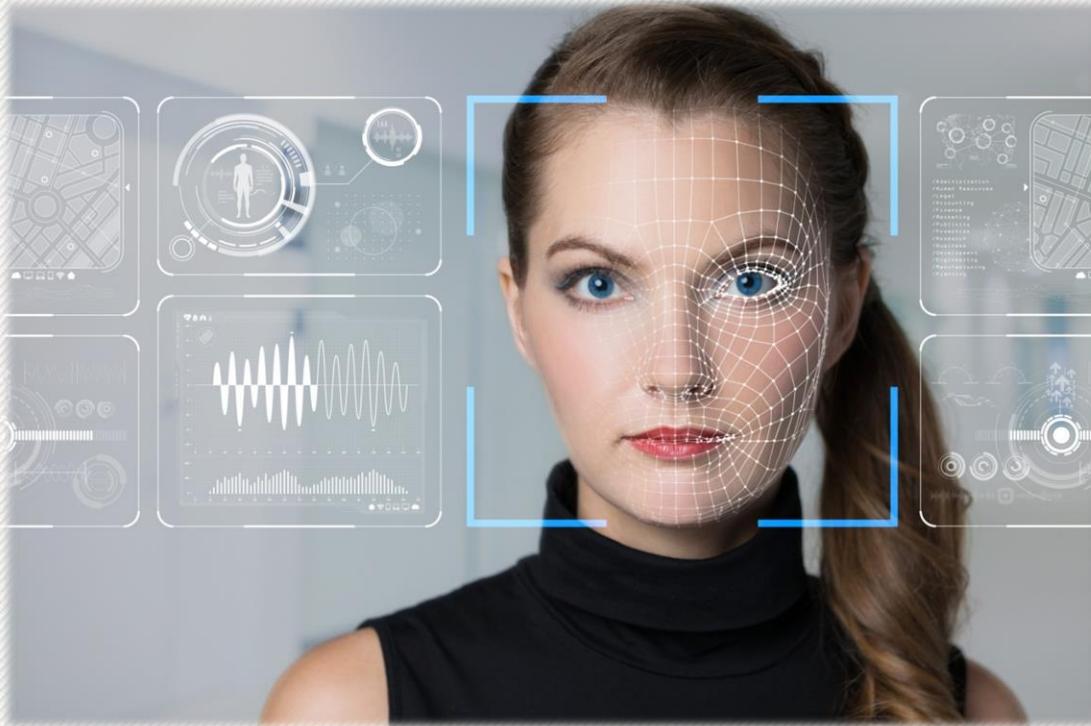
**DK Marketing** utilizes:

- ✓ The Power of **AI**
  - ✓ Analysis of **large volume data** or chronological series
  - ✓ Development of automated intelligent **dynamic reports**
- In order to bring the **best** and most **innovative solutions** to the market

# 4. And How We Do It?

2

## Face Recognition Software



**DK Marketing** assisted by the latest technological advancements in **face recognition software** can pinpoint the **exact age** and **emotional state** of the individual, participating in **qualitative and quantitative data analysis**

# Contact Details



Γραφείο Αθηνών  
Βουκουρεστίου 21 | 106 71 Κολωνάκι  
T +30 210 360 2919



Γραφείο Θεσ/νίκης  
Ιφιγένειας 3 | 551 33 Καλαμαριά  
T +30 2310 417 111



[www.dkmarketing.gr](http://www.dkmarketing.gr)  
[welcome@dkmarketing.gr](mailto:welcome@dkmarketing.gr)

*from concept ... to reality*

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