

The connected consumer

Issued by [Pyrotec](#)

10 Mar 2017

There's no doubt about it, times are a-changing. Emerging consumers – the digital natives who speak the language of computers, video, games and social media – expect brands to offer new experiences. As the Internet creates a behaviour economy, packaging needs to play its part too and become more experiential.

Connected consumers are informed and are looking for solutions-based or functional, hardworking packaging that wows at point of sale. In other words, packaging that makes a statement – whether emotional, practical, rational or irrational – and fills a need in consumers' lives.

So, who are connected consumers? We all are. We walk around with computers (our smartphones) in our bags or back pockets, enabling us to be interconnected – a community. And today's emerging consumers want to be part of a community. They have different expectations of privacy, they expect brands to demonstrate social responsibility, they're willing to pay for exclusive experiences, they want to be entertained, and they want to collaborate and be recognised.



To do this, brands are responding to more demand for active and intelligent packaging. According to Freedonia, the US active and intelligent packaging market is forecast to expand by 7.3% annually to \$4.0 billion in 2019, well above the packaging industry average. Active packaging provides functions beyond product protection and identification, such as moisture control. On the other hand, intelligent packaging incorporates features that indicate status or communicate product changes and other information. While many active and intelligent packaging products, such as packaged desiccants and volatile corrosion inhibitors, have a well-established presence, emerging products include antimicrobial packaging, advanced time-temperature monitors, and smartphone-enabled interactive packaging products.

Intelligent packaging demand will see the fastest growth in the US, advancing at a double-digit rate to reach \$1.5 billion in 2019 as products such as time-temperature indicators and smart labels and tags become more common. Rapid adoption of tracking-enabled or interactive packaging components will be driven by recent legislation in the pharmaceutical and food markets that requires producers to take steps to make products safer and easier to recall.

Statistics from PwC also reveal that digital channels have opened up a new world of unprecedented choices for consumers where traditional marketing practices no longer apply. The expectation of companies and communities to go digital is continually increasing. While new organisations will embrace the concept of the digital era, established ones will need to think about how to transform their businesses, and particularly how they will market, sell, produce and deliver their products and services in the future.

Pyrotec PackMedia is an innovative and forward-thinking brand that understands the need for brands to connect more effectively with consumers. To help products make a statement at point of sale, Pyrotec PackMedia offers an array of solutions that demonstrate social responsibility, offer exclusive experiences through customisation and targeted communication, and that entertain consumers and provide the opportunity for collaboration.

" Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise " 15 Feb

2024

" The perfect coding and labelling solutions for personal care and cosmetic products " 3 Nov 2023

" Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia " 13 Oct

" **The end-of-line solution you've been waiting for** 29 Mar 2023

" **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>