



CASE STUDY

Technology, Product and Partner Landscape of Sustainable Rigid and Flexible Packaging



Client

A Consumer Products Firm



Industry

Consumer & Retail



Solution

Market Studies



Region

Global





OBJECTIVE AND SCOPE

The client, a global FMCG company, wanted to assess its readiness around sustainable packaging by looking at related dynamics in the space across industries. For this, it wanted Benori's support in:

- Identifying technology, product, and partners providing scalable solutions for rigid and flexible packaging
- Shortlisting solutions that are recyclable by design, environmentally compostable, have a low carbon footprint, and have zero fossil fuel feedstock approach





APPROACH

- The research included information capturing around technologies, patents, products, and start-ups in the rigid and flexible sustainable packaging space. We also looked for various universities and their research work in this field.
- The partner scouting was conducted using primary research to understand how these universities, start-ups and other companies have invested in sustainable packaging and gathered insights to support the client's requirement.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





Impact

The research helped the client to take strategic business decisions towards capability building in following areas:

- Superior Recycled materials for Rigids (HDPE, PP, PET)
- Fully Recyclable Flexibles
- Non-persistent Biodegradable Flexibles



Sample Output

Shortlisting and Ranking – Partner Study

Scouted companies prioritized based on rigid recyclable technology framework

The XYZ recycling technology helps in maximizing the recycling & improved quality resins

Major companies	Technology type	Technology name	Stage of technology	Challenges overcome	Rank output	Industry Application
A	Recycling technology	Process technology	High	Produces high quality recycled PET & HDPE resin		Multiple Industries
B	Washing Technology	Process technology	High	Improving washing of PET, PC Reducing the requirement of virgin plastic		Multiple Industries
C	Process technology	Process technology	High	The technology enables conversion of plastic into polyester fibers		Multiple Industries
D	Process technology	Process technology	High	Difficult to recycle single use plastic regenerated into a higher strength reinforced plastic		Electrical Appliance, Automobiles, Furniture
E	Conversion technology	Process technology	High	The technology enables recycling of plastics		Chemical industry

Shortlisting - Universities

Universities

(1/3)

Universities collaborate with companies to provide support in sustainable packaging solutions

Major Universities	Research Area	Development stage	Collaborations	Challenges overcome	Industry application
A	Non-toxic layered double hydroxide nanoplatelet dispersions	Low	A & B university of chemicals opened pilot plant for synthesis of nano-material	Creating gas barrier	Chemical industry
B	Recyclable paper-based packaging, Improving Recycling current stream of plastic, Alternative materials for packaging	Depends on project	The university has collaborated with A, B,C for packaging solution	Creating circular flow of material by using alternative materials Increasing the PCR levels of plastic waste	Packaging Industry
C	Extraction chitin	Low	The food science technology program at XY is collaborative effort with W University & research	The process developed is a sustainable method to extract chitin	Packaging, Material
D	Polyolefin recycling	Medium	The invention team is collaboration with School of engineering technology to commercialization of technology	Reducing the energy used in chemical recycling Commercially viable solution towards recycling	Plastic recycling

About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

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