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## Innovations Session N°18

Innovations in packaging: opportunities  
for African entrepreneurs and SMEs



INNOVATIONS<sup>Wi-Fi</sup>  
SERIES





## Innovation In Packaging: Opportunities for African Entrepreneurs and SMEs

*Presentation By:*

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Ghana

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# 1. About DercolBags Packaging Ltd.

DercolBags is a sustainable packaging firm, empowering women entrepreneurs to replace single-use plastic packages with eco-friendly packages for a cleaner environment.

We develop and distribute eco-friendly packages made with recycled and regenerated materials in place of single-use plastic packages for businesses seeking for sustainable packaging.

**The problem we address:** indiscriminate use of single-use plastic packaging across businesses in Ghana and Africa.

**The Value Proposition :** *Connecting businesses to sustainable packaging !*

**We help our customers** save money, reduce their plastic waste and carbon footprint



Generic Packages



Custom-Made Packages



Training /Consultancy & Procurement



Food Packaging Service



Corrugated Boxes



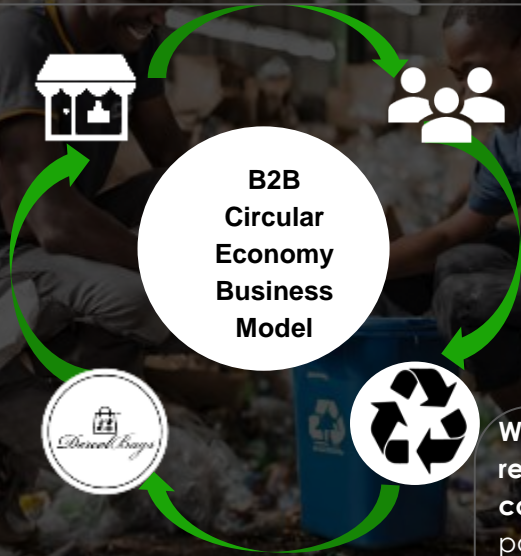
Pouches



## 2. Our business model

### Food Services & Retail Businesses

Package their products using either our generic or customized packages for their customers



With proper sensitization used packages are properly disposed and collected recycling

We partner with local paper recycling companies to collect and recycle waste paper boards, carton boards, used packages, waste sheets into new sheets or other forms of raw materials for reuse

### At DercolBags

we produce and distribute eco-friendly packages





### 3. Key milestones & some of our clients

5 million+ lives  
impacted through our business

12,000  
metric tons  
single-use plastics eradicated

12,000 people educated  
on sustainable packaging online

463  
businesses served

142  
individuals trained  
on sustainable packaging

45  
direct & indirect  
jobs created





# 4. The packaging landscape in Ghana



## Global TAM (Total addressable market)

# \$ 1.01 Trillion

Current global packaging market size as of 2022 (with CAGR of 3.8% from 2023 to 2030) according to Benchmark International Blog



## Africa TAM

# \$ 43.48 Billion (projected)

The total market size for the packaging industry in africa (With CAGR of around 3.85 % from 2023 to 2029) according to Mordor intelligence



## Ghana TAM

# \$ 450 Million

The total market size for the packaging Industry in Ghana (With CAGR of around 5.6% from 2021 to 2026)





## 5. Innovations in packaging

### 1. Biodegradable and Compostable Packaging

There's a growing trend towards using materials that are both sustainable and environmentally friendly. Businesses are exploring the use of biodegradable plastics or plant-based materials like bamboo, palm leaves, or corn starch for packaging.

### 2. Smart Packaging

This innovation involves integrating technologies such as QR codes, NFC tags, or sensors into packaging. These technologies can provide consumers with detailed information about the product, including its origin, production process, and best before dates. For agricultural products, this can enhance traceability and food safety, increasing consumer trust.

### 3. Edible Packaging

Innovations are also occurring in edible packaging materials, made from natural food particles. This type of packaging is particularly intriguing for agricultural products as it reduces waste. For example, edible films made from fruits or vegetable purees can be used to wrap fresh produce or flavorings.



## 4. Active Packaging

Incorporating substances that can extend the shelf life of agricultural products is a significant advancement. This includes using packaging that emits or absorbs gases like ethylene, which can slow down the ripening process of fruits and vegetables, thereby reducing spoilage and food waste.

## 5. Localized Packaging Production

Developing local capacity for producing innovative packaging solutions reduces costs and increase the accessibility of these technologies for small-scale farmers and businesses. It also supports local economies and reduces the environmental impact associated with importing packaging materials.



## 6. Opportunities for African SME's who adapt to innovation

### 1. Access to New Markets

Innovative packaging can help differentiate products in competitive markets, both locally and internationally.

### 2. Compliance with International Standards

Utilizing sustainable and innovative packaging can help businesses comply with increasingly strict international standards, making it easier to enter global markets.

### 3. Enhanced Product Value and Appeal

Innovative packaging can make products more appealing to a broader range of consumers, particularly those concerned with sustainability and product safety.

### 4. Partnerships and Funding

There's increasing interest from international organizations and investors in supporting sustainable practices in Africa. Entrepreneurs can leverage these opportunities for funding and partnerships.

*“Adapting to and investing in new packaging Innovation and technologies can give you a competitive edge, expand your market reach, enhance product offerings and contribute to more sustainable business practices.”*





# Thank You

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## MEET Derrick SARFO

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# Thank you

