

24 April 2024

## Innovations Session N° 18

Innovations in packaging: opportunities  
for African entrepreneurs and SMEs



INNOVATIONS  
SERIES



# Innovations in Packaging: Opportunities for African Entrepreneurs and SMEs



Presented by Zippy Shiyoya  
Director  
April 24th 2024



## Members

1. Association of Packaging Professionals in Côte d'Ivoire (APECI)
2. Institute of Packaging Ghana (IOPG)
3. Institute of Packaging Professionals Kenya (IOPPK),
4. Institute of Packaging Professionals Nigeria (IOPNigeria)
5. Tanzanian Industries of Printing and Packaging Association (TIPPA)
6. Tunisian Packaging Technical Center (PACTEC),
7. Institute of Packaging Partners Uganda (IPPU).
8. Institute of Packaging South Africa (IPSA)
9. FMP Federation Marocaine de Plasturgie (Morocco).
10. Egypt

## A World of Quality Packaging for Africa

Promoting Packaging Professionalism & Networking for Africa

[www.Africa-Packaging.org](http://www.Africa-Packaging.org)



-  Build Packaging Capability in Africa
-  Build Packaging Networks in Africa and WPO
-  Promote Africa-wide Packaging Exhibitions, Congress, Competitions
-  Promote Trade among African Countries





## **The Institute of Packaging Professionals Kenya**

Our focus is on educating and improving the skills of packaging professionals, offering comprehensive consultancy services in packaging. We're registered under the Societies Act of Kenya.



## **Zippy Shiyoya**

Director at the Institute of Packaging Professionals Kenya.

## Africa Packaging Market Share and Size Forecast 2024-2029

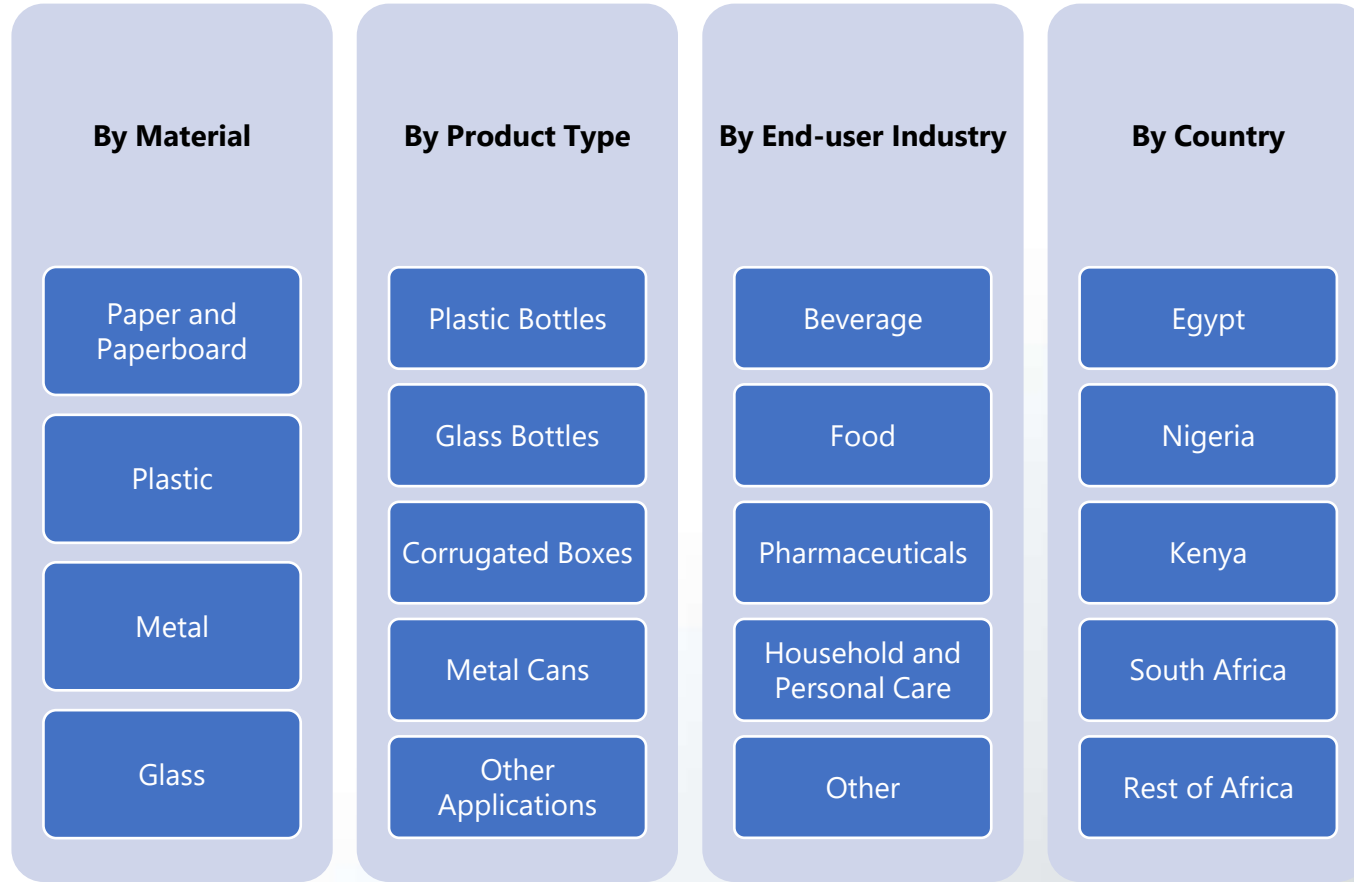
Africa Packaging Market  
Market Size in USD Billion  
CAGR 3.85%



Source : Mordor Intelligence



## The African Packaging Market Segments



# Opportunities in Food packaging for African SMEs and businesses

## Young Consumers



- Demand for consumer goods
- Rising individual incomes
- Expanding domestic economies

## New Technologies

- IoP (Internet of Packaging) allows packaging to communicate with consumers
- Smart Packaging
- Intelligent packaging
- Active packaging

## Partnerships and Collaboration



- Packaging manufacturers
  - Research institutions
  - Government agencies (Policy makers)
- Strategic partners
- Industry

## Urbanization and Mobility



- Products that offer value e.g. Bulk, discounts and smaller packs
- Eye-catching/attractive packaging boosting sales
- Sustainable packaging and recyclable.

## Education and Training



- Capacity building
- Branding
- Machinery
- Materials
- Sustainable Packaging
- Circular economy
- AI in Packaging



# The EU Packaging Regulations Impacting Exporters (PPWR)



By 2030 all packaging must be recyclable or reusable

## Restrictions on certain packaging formats

- Single-use plastic packaging for fruits, vegetables, food, and beverages.
- Packaging for condiments and sauces in the HORECA sector.
- Small cosmetic and toiletry product packaging used in accommodations (e.g., shampoo or lotion bottles).
- Very lightweight plastic bags typically provided at markets for bulk groceries.



## Packaging Minimisation

By 01 January 2030

- Packaging **weight** and **volume** as **low** as necessary
- Empty space must be reduced to the necessary minimum (**empty space ratio 40%** - per packaging unit)
- **Prohibition** of misleading packaging (double walls, double bottoms...)

## Harmonized label

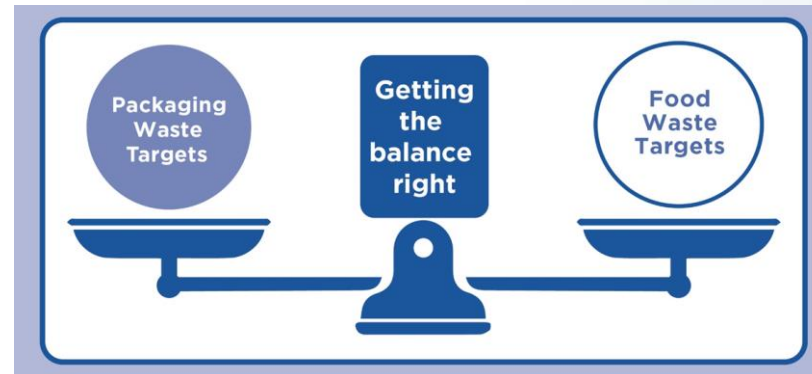
- All packaging must have a label disclosing its material composition
- Packaging included in a deposit and return scheme should feature a standardized label
- Reusable packaging must display a label indicating its reusability



## Save Food Packaging

Around **One-third** of food produced globally is lost or wasted, resulting in economic losses of an estimated **\$1 trillion** a year.

In **Sub-Saharan Africa**, the estimate is roughly **37%\*** or **120-170** kg/year per capita



# AfriStar Packaging Awards program



Using technology, design or marketing to meet specific market needs.

## Why AfriStar

A Pan-African Awards programme  
To showcase the very best of the African packaging industry

In Launch Phase -

- Presented by Gold Pack Awards to assist developing the programme
- Entrance is **FREE**

➤ Marketing expertise

## Who May Enter

Packaging produced in any country in Africa

- Anyone may enter - Converter and Brand Owner must consent
- The local input will dominate the judges' decisions.
- The entry must have been in use or on sale prior to the closing date.
- Entries that have won any AFRISTAR or GOLD PACK award are not eligible.

➤ New technology

➤ Innovative or creative design

Well-executed packaging, in particular

# Innovations to succeed in regional and export market

## Innovative Packaging Solutions



- Eco-friendly packaging materials
- Convenient portion sizes
- Packaging that extends the shelf life of food products

## Technology Adoption



- Modified atmosphere packaging (MAP)
- Vacuum packaging
- Intelligent packaging systems

## Branding and Value Addition




- Add value to products and build brand identity
- Eye-catching
- Culturally relevant packaging designs



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Thank You!

Follow us on!

    Institute of Packaging Professionals Kenya (IOPPK)

*Enhance your packaging skills!*



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# Thank you

