



# Exploring the Development Trend of Packaging Design in the New Era

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**Abstract.** Along with the rapid development of the economy and the improvement of people's standard of living, consumers' requirements for products are getting higher and higher, and the first-glance aesthetic is more "demanding". Supermarket shelves with a wide range of goods, and these goods to attract consumers' "eye", the packaging must be new and different. The current global economy is calling for "green", so the new era of packaging design is bound to revolve around the "green" design concept. The packaging design and consumers to achieve emotional communication, with the design concept of environmental protection to innovate packaging, with technology to promote intelligent packaging design. Based on the background of the new era, this paper discusses the development trend of packaging design in depth.

**Keywords:** packaging design · green innovation · development trend

## 1 Introduction

In today's market where product homogeneity is increasingly common, companies must find ways to make themselves stand out and stand out from the competition. An effective way to achieve this is through innovative packaging design. By creating unique packaging that reflects a brand's identity and values, businesses can establish a unique image that resonates with consumers.

Additionally, packaging design can also be used as a tool to communicate key product features and benefits to potential buyers. For example, eco-friendly packaging materials can convey messages of sustainability and social responsibility, while easy-to-use packaging designs can enhance user experience and convenience.

Additionally, modern technology has made it easier than ever for businesses to create green and innovative packaging designs. Using intelligent design tools enables a precise and efficient design process, while also providing companies with the ability to experiment with different design options and materials. By using innovative and green packaging designs, businesses can create a distinctive brand identity, drive sales, and contribute to a more sustainable future. By using modern design tools and emphasizing consumer preferences, businesses can stand out from their competitors and establish a strong presence in the market.

## 2 Analysis of the Current Situation of Packaging Design

According to the survey, Chinese products are not popular in the international market, the reason is not the quality, but the packaging design “dragging the leg”. More than the Japanese boarding over to see, their products are more excellent packaging, more unique designs, and packaging more “eye-catching”. Also because of a series of setbacks in the international market, many designers have begun to act. For example, Mr. Gu Shipeng, the designer of the “Mecca Clean” toothpaste packaging, designed his unique packaging and was admired by the majority of designers at home and abroad. For example, Henry Stein, the president of the American Society of Designers, visited China personally and said, “I’m not sure if I’m the only one. Stein also visited China and met with Mr. Gu Shipeng personally. This shows the powerful charm of packaging design, and because of the leadership of excellent designers, excellent Chinese packaging designers are emerging and making a lot of “masterpieces”.

Although a lot of work has been released, the single form of packaging is still a common problem, especially among similar products. Take dairy products as an example, from packaging material to style and even shape structure are the same, customers choose dairy products sometimes relying on advertising or personal preference, or even randomly take. Dairy products have the same specifications and the same packaging, and for consumers, there is no difference in the image of the brand logo except for the name.

China’s packaging design started very late, which also led to assimilation in the melting pot of world design, full of “hodgepodge” flavor. But there are also some designers with unique concepts, which has created the situation of “four different”. Therefore, we are still struggling to find a packaging design that truly belongs to our nation. Despite the many problems ahead, we have made considerable progress. Many packaging design competitions have been held in China, and the communication between designers has become more extensive.

## 3 Exploring the Development of Packaging Design in the New Era

### 3.1 Emotional Collision

As people’s material lives continue to improve, they are seeking products that provide not only functional benefits but also spiritual fulfillment. Consumers today are looking for personalized designs that reflect their personal preferences and personality. Successful packaging design must consider both the physical and psychological aspects of the consumer to create an emotional connection with the product.

Color, material and appearance play an important role in packaging design as they can elicit specific emotions and enhance consumer engagement. Multisensory experiences that combine touch, sound and smell can further increase consumer satisfaction and create memorable experiences.

Sustainability is also an important consideration in modern packaging design as consumers become more environmentally conscious. Designers must consider environmentally friendly materials and designs that reduce waste and promote resource recovery.

Effective branding elements such as logos, color schemes, and slogans build brand identity and recognition, helping to increase consumer loyalty and sales. Modern packaging design must prioritize individual design, emotional connection, multi-sensory experience, sustainability and effective branding elements. By meeting these changing needs, businesses can build a strong brand image, build a loyal customer base, and drive sales.

The new era of packaging emotional design covers the following points:

- (1) The level of consumer needs is typically divided into five categories: physiological needs, security needs, social needs, respect needs, and self-actualization needs. Customer choice is often determined by their psychological characteristics and level of maturity. Additionally, there is a correlation between age and changing needs.

Therefore, to establish an emotional connection with a product, different levels of consumer segmentation are necessary. By analyzing the needs of consumers at various stages from different angles, emotional resonance can be achieved. This approach allows businesses to better understand their target audiences, tailor marketing strategies to specific demographics, and ultimately increase sales and brand loyalty.

- (2) Consumer-level differences must also be taken into consideration during the conceptualization stage of packaging design. Consumers are individuals or groups that differ in age, income, and geographical location, which results in varying consumption needs. As a result, designers are faced with the challenge of catering to these diverse needs.

To achieve maximum consumer satisfaction, designers must identify and consider differences between individual consumers or general consumer groups at the initial stages of product development. This approach ensures that emotional needs are effectively met while taking into account specific realities such as geography and income levels.

In order to achieve emotional resonance in packaging design, it is important to consider the differences in consumer groups whilst acknowledging their specific realities. By doing so, companies can better position their products to appeal to a wider range of consumers, increasing sales and overall engagement with their brand [1].

- (3) Cultural factors, including geographical, ethnic, customary, and religious differences, significantly impact the spiritual level of people's thinking. These differences may influence the end user's acceptance of packaging design and their experience of the designer's "intention". By fully considering cultural factors during the design process and integrating human nature and emotion, designers can create innovative products that satisfy both emotional and psychological needs.

Cultural differences can also affect the entire design direction of the packaging, impacting the consumer's choice and ultimately the product sales. As a result, packaging designers must conduct thorough regional surveys to understand the religion, customs, and unique needs of consumers in order to create packaging designs that resonate with the target audience.

To succeed in a global market, it is crucial for businesses to be aware of cultural differences and adapt their product packaging accordingly. By respecting and incorporating cultural factors into packaging design, businesses can increase consumer engagement

and drive sales. Ultimately, by catering to a diverse range of cultural needs, companies can create a loyal customer base and build a strong brand image.

### 3.2 Green Innovation

Since the 1990s, the world has begun to pay attention to environmental protection, and people are paying more and more attention to green design. Green design has become an essential element in packaging design, and the use of raw materials is one of the primary considerations. The production and disposal of materials during packaging must be carefully considered, taking into account their impact on the environment throughout their life cycle.

Packaging design focuses on the physical substance of the packaging material, so it is important to choose environmentally friendly materials. This approach ensures that the design philosophy incorporated into the packaging design focuses on green innovations. Green packaging is designed to protect the ecology without causing any damaging effects on the environment or human health.

Companies should prioritize sustainable packaging by using environmentally friendly materials, increasing strength for reuse, and creating designs that are easy to recycle, recycle resources, and reduce waste. By doing this, companies can ensure they are contributing to a more sustainable future, while also attracting environmentally conscious consumers. Green design is an essential concept in modern packaging design. It prioritizes the use of environmentally friendly materials and the implementation of packaging designs that have the least negative impact on the environment. As consumers become more environmentally conscious, companies must adapt their packaging design strategies accordingly, making green innovation an important aspect of their design process.

- (1) Environmental protection is the premise. Modern packaging design emphasizes green packaging, green packaging is for packaging materials, raw materials from selection to production and subsequent use and recycling are reviewed green development concept [2]. Green packaging usually has the following four kinds: edible materials, paper materials, nanomaterials, and biodegradable materials. The rapid development of the economy has presented the problem of waste of resources and environmental pollution, especially “white pollution”. The country also attaches great importance to environmental protection and has introduced a series of policies, mainly in energy conservation and emission reduction, ecological civilization, and other aspects. In order to comply with the trend, corresponding to the national environmental protection policy, packaging designers’ design ideas are also changing. Modern designers pay more attention to brand reputation, and an “environmental theme” is an effective way to enhance the brand image, bringing more added value to the enterprise. “Paper instead of plastic” is also the future development trend, also to reduce the burden on the environment to a greater extent. The advantages are as follows: consumers are more willing to pay for sustainable brands, and they value the company’s sustainable green development concept; sustainable packaging can improve their competitive position to a certain extent and greatly reduce the cost of expenditure; highlight the essence of green packaging design, reduce carbon emissions, and establish a green image for enterprises [3].

- (2) Green innovation details. Design reduction, mainly from the original amount and energy input, to control the consumption of resources and reduce pollution from the source. Specifically, it is mainly reflected in the following aspects: product miniaturization and lightweight. In the end, the packaging is to protect the goods, in order to meet this condition as much as possible to save raw materials and reduce costs. A large number of packaging designs to meet the vanity is undesirable, greatly enhancing the cost, for the protection of resources is also not conducive; the packaging design concept is simple rather than luxurious, wasteful, moderate packaging can be. So many public service announcements are calling for “moderate packaging - gift is light” [4], so this is particularly important in China. China is concerned about human society, but the so-called human feelings do not need luxury product packaging to show, but the need to maintain the feelings of people and people themselves. Design reuse, that is, the repeated use of containers or product packaging, to eliminate disposable supplies. This is also the reason why the current market eliminates many disposable consumables, disposable consumables is an extreme waste of resources, and are not desirable. So the packaging design should be dependent on the needs of daily life, more requirements for the strength of the packaging, specifically in the following areas: maintain the original use, just replace the goods can be, without any changes to the original packaging; change the original use, such as jar candy boxes, boxes are practical items of life, return to the original singing can be used as glass jars for products. Design recycling, If the packaging of many goods cannot be reused, then it is necessary to follow the principle of recycling. After satisfying the initial use, the item is not considered as waste to be apparatus but can be programmed for reuse as a resource in the following ways: primary recycling, being used again to produce similar new products, such as recycled newspapers; secondary recycling, waste resources can be transformed into raw materials for other new products. And the least wasteful is the primary level recycling, which is also pursued by many designers [5].

### 3.3 Intelligent Optimization

Foreign in the same kind of product design are required to be different, while domestic is afraid to be different from similar products. Modernized packaging design needs to give the sign of the times and achieve intelligent development. The modernized design incorporates some intelligent technologies, such as sensing technology, electronics, the Internet, etc., to make the packaging more dive and rich, and to meet the needs of consumers in the new era. Intelligent packaging can be divided into four categories: functional structure-based intelligent packaging, information-based intelligent packaging, functional material-based intelligent packaging, and other types [6]. Intelligent packaging is mainly reflected in the characteristics of “movement”, based on the development strategy of enterprises, and then achieve the sales of products. Although the development of intelligent packaging design is still immature, in the initial stage of embryonic, designers also hope to do better. Specific considerations can be made in the following areas: value needs. Design is ultimately used by people, “people-oriented” is the basic premise of the design, only to meet the needs of people, the design is right, in order to better achieve the intelligent packaging design, boosting sales growth [7]; value resources. In

terms of the designers themselves, values, personal experience, etc. are very different, so the design of intelligent packaging design is also very different, designers continue to improve their comprehensive strength, seeking to grow in the new era, more clever to achieve intelligent packaging to enhance; value management. And ordinary packaging to make comparison, intelligent packaging requirements are more stringent, more stringent from the standard specification. In particular, at the government level, more attention to this aspect, the need to provide matching management programs, for only packaging quality control standards, environmental standards, and other aspects of the development of targeted regulations [8].

The new era of intelligent packaging design is a sign of the progress of human civilization, modern packaging design is also more contemporary, with the unique characteristics of intelligent design of this era, designers face a more responsible social environment, more alternative consumer demand, the requirements of new materials, new technologies are also increasingly high, designers find a breakthrough from the perspective of intelligent, explore the development of packaging design belonging to the new era New ideas [9].

## 4 Conclusion

To succeed in today's market economy, packaging designers must stay up-to-date with market trends and adapt their design ideas accordingly. In an unpredictable market environment, it's essential to position packaging design ideas for green innovation while catering to both the physiological and psychological needs of consumers [10].

Abandoning old ideas of simple templates, designers must prioritize brand personality and establish a differentiated brand design. In line with the trend of global environmental protection, designers must adhere to principles of moderate packaging whilst constantly upgrading packaging design technology. The focus should be on increasing the intensity of repeated use, achieving resource recovery, recycling, and reducing waste. Ultimately, the aim should be to create designs that are faithful to environmental protection, seeking a harmonious symbiosis of environmental protection and economic development.

In summary, packaging designers must embrace new ideas and adapt to the ever-changing market environment, all while prioritizing consumers' needs and preferences. By focusing on green innovation and brand differentiation, designers can create packaging designs that not only appeal to consumers but also contribute to environmental sustainability.

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