

## 42. Modern European Packaging of Fresh Products

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**Introduction.** Nowadays safe and quality packaging is not only a medium for transportation of goods and protection them from mechanical damage, but it is also an important element of the marketing and advertising system, which depends on the demands of consumers. The relevance of the topic is based on the fact that even in today's busy world people try to keep a healthy lifestyle. So to keep up with the overwhelming pace of life producers invent high-quality packaging that will extend shelf life of products and at the same time will be user-friendly. Therefore, we decided to study the most popular types of packaging.

**Methods and materials.** For the research, analytical, theoretical and empirical research methods were used. The search of types of packaging with high quality materials that meet the latest demands of consumers was carried out. Based on the results of the research modern packaging trends in Europe were determined.

**Results.** Having analyzed the information in the article of Jenni Spinner, we identified the following most popular types of packages that had replaced traditional alternatives:

✓ Flexible packaging. The traditional option is a mesh bag that allows the customer to buy several products at once. The reason for this change is a longer shelf life of products in flexible packaging. There is also a marketing strategy connected with mesh bags: when a consumer, who decided to buy several units of a particular product, see on the shelf the ready-packed set of three units of this product for sure will choose this one.

✓ Combo packs. Such packages are gaining popularity due to the rapid pace of life of a modern consumer. Consumer doesn't need to buy all the ingredients separately and spend much time on cooking. Combo packs or "fresh kits" are so called semi-finished products to which a consumer only needs to add spices to taste. An example of such packages can be a bundle of greens, ready-made kits for soups, salads, pies and other dishes.

✓ Useful snacks in containers. The purpose of this type of packaging is similar to the combo packs – convenience and speed of cooking and usage. One of the interesting solutions was the creation of an EcoTensil container with a spoon inside. Consumers don't have to look for appliances during the dinner, as everything is already included.

The main purpose of the relatively high popularity of such types of packaging is the number of consumers who prefer a healthy lifestyle. Fast food and junk-food every year more and more become a thing of the past.

Marketers who are studying the demand for goods, pursue this trend and try to offer consumers more convenient solution for purchasing.

**Conclusion.** The needs of consumers are changing rapidly, so companies need to keep up with the trends and demands of consumers on the national market and beyond, respond quickly to their needs and wants.

### References

1. Chernik, N.Y. Commodity policy of the enterprise: study. allowance / N.U. Chernik. – Minsk: BSEU, 2004. - 278 p.