



**Industry Trend Analysis in
the Pharma Secondary
Packaging Market**

A RECENT CLIENT ENGAGEMENT

Engagement Overview

This engagement was undertaken by Infiniti Research for a prominent global pharmaceutical company to support their research efforts into the pharmaceutical secondary packaging market in the United States and Europe. To pursue their packaging development strategy with a clear understanding of current and future market trends, the client sought to explore the secondary pharma packaging market, focusing on major design/technology innovations, gaps in their current operations, and best practices adopted by leading players in this segment. The client also wanted to leverage our customer intelligence study to understand target consumer needs in terms of packaging and develop strategies and cost-effective packaging designs that ensure customer convenience and safety. Another area of key focus for the client was to devise strategies for achieving faster turn-around time and production efficiency.



ENGAGEMENT SCOPE



In a span of six weeks, experts at Infiniti Research undertook an incisive study of the global pharma secondary packaging market, covering:

Market insights and dynamics

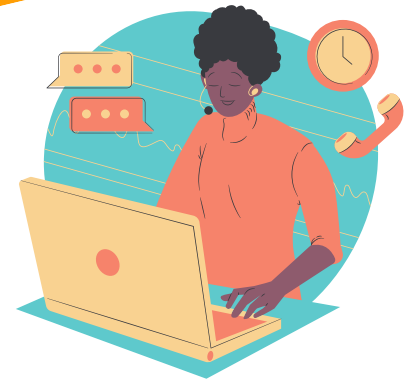
- A detailed research of the latest and upcoming design features in the pharma secondary packaging market
- Trending design innovations and technological features that top companies in the industry are focusing on, with critical insights into the ideal pharma secondary packaging techniques for the product storage and logistics safety

Competitive profiling

- The client wanted to benchmark their existing pharma secondary packaging techniques with their competitors and draw packaging best practices from other key market players
- A comprehensive competitor landscape study was undertaken, highlighting a brief introduction and product portfolios of competitors, their sustainability best practices, strategies adopted to promote adherence, and their new product design features and functionalities

Market insights and recommendations

- Based on research findings, strategic market insights and recommendations were provided to the pharma industry client
- Fact-based solutions to their critical pharma secondary packaging challenges and primary recommendations from industry experts

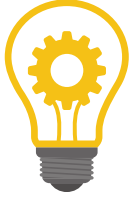


Our approach

Infiniti proposed a unique blend of rigorous secondary research and in-depth primary interviews to develop complete understanding of the pharma secondary packaging market. The primary research comprised of telephonic discussions and interviews using an unstructured questionnaire with 45 seasoned respondents holding strategic decision-making positions or extensive industry expertise (including packaging specialists, packaging engineers, and packaging development experts). The respondents were chosen based on their proximity to information on products and services offered in pharma secondary packaging market and the relevance of their job profile in target companies of the pharma secondary packaging market. Research experts at Infiniti also conducted a rigorous secondary market research through classified data sources.



Industry Insights: Pharma secondary Packaging Market



Innovations in pharma secondary packaging materials

In terms of trends in pharma secondary packaging materials, medication adherence packaging, extended labels, and the use of sustainable materials are becoming highly popular. To promote the use of sustainable packaging, pharmaceutical manufacturers are reducing the use of Tyvek material and increasing the use of paper cartons and bio-based PET materials.



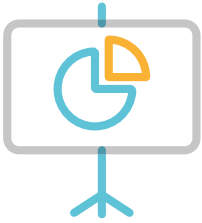
Design innovations to promote customer satisfaction

- **Improving medication adherence through packaging:** To ensure that patients adhere to their medications, pharmaceutical manufacturers are developing packaging designs with elements such as calendarization, color coding, medication consumption evidence, and dosage instructions.
- **Customized designs for labels and leaflets:** With a new focus to improve patient experience, pharmaceutical companies are customizing secondary packaging designs such as extended labels, wrap-around labels, hanger, and booklet labels that would result in considerable ease of usage for patients.
- **Innovative carton packaging design:** Drug manufactures are developing innovative secondary packaging strategies such as strip pack cartons and dispenser package to enhance customer satisfaction and develop a brand identity for their products.



Strategies to ensure product integrity

- **Packaging designs for glass-based products:** Pharmaceutical companies are exploring innovative packaging designs to ensure the safety of glass-based products and integrity of the drug and ease the handling of OTC drugs at pharmacies. Contemporary and safe secondary packaging designs for glass-based products with securely packaged containers for glass-based products ensure safety and prevent loss due to breakage.
- **Use of thermochromic indicators in packaging:** To ensure the integrity of pharmaceutical products, many packaging companies are offering a wide range of packaging such as thermochromic indicator labels, tamper-evident freeze packaging, and heat-activated technologies.
- **Increased focus on child-resistant and senior-friendly designs :** Growing regulations have made it imperative for pharmaceutical companies to design packaging of drug products having flexible CR pouches with zip locks and re-closable CR cartons, which are both child-safe as well as senior-friendly.
- **Innovative technologies for product safety and integrity:** To reduce the risk of drug counterfeiting and tampering of medical products, pharmaceutical manufacturers are adopting innovative technologies such as coded RFID tags, invisible holograms, and DNA markers.



Competitive landscape

- **Increasing investments in the secondary packaging sector:** To meet the growing demand for innovation and global compliance regulations in the packaging sector, several CPOs are making investments to provide better solutions to pharmaceutical companies.
- **M&As in the packaging sector:** With a goal to strengthen global reach and increase service offerings, several large-scale CPOs are looking to acquire small-scale packaging companies.
- **Growing partnerships among CPOs and pharmaceutical companies:** Drug manufacturers are partnering with CPOs to outsource their non-core businesses such as packaging and are looking to leverage resources for R&D activities



For in-depth insights and complete access to our comprehensive study on the pharma secondary packaging market, Request a Free Proposal

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KEY RECOMMENDATIONS BY INFINITI

Based on the industry trend analysis study and the a detailed competitive and customer intelligence solution, Infiniti Research proposed the a set of data-based recommendations to the pharmaceutical Industry client. The key recommendations were categorized based on:

Segments to focus

Through an extensive custom market research study and industry trend analysis, experts at Infiniti Research identified key pharma secondary packaging segments that the client should focus on. The ideal segments were filtered out based on the requirements and budgets of the client. The critical areas of focus recommended to the client includes:

- **Packaging for self-administered therapy:** As patient convenience was taking a center-stage in the pharma packaging sector especially with the increasing use of self-administration therapies through injector pens, Infiniti recommended the client to focus on investing into new designs for packaging self-administration therapies.
- **Personalized medicines packaging:** Shifting patient requirements and increasing clinical treatments have resulted in the rise of personalized medicine. As such, experts at Infiniti advocated the need to focus on secondary packaging designs for biologic drugs using thermoformed and corrugated trays, to be available in smaller batches as these are temperature-sensitive formulations.
- **Sustainable packaging:** The client was also advised to focus on alternative green packaging options to reduce the carbon footprint such as bio-friendly bio-foams, bio-based PET materials, and corrugated fiberboards that are sourced through responsible forestry.

Gaps to address

- **Differential packaging based on income variation:** Custom income category is an important consideration while making packaging decisions for pharmaceutical companies. The packaging and branding of the product can vary from complex and sophisticated packaging designs to simple, cost-effective packaging based on customer's income category. Packaging of OTC drugs offer flexibility in their packaging designs.

· **Implementation of process automation in packaging lines:** While analyzing the client's existing operations, our industry experts noted that the client resorted to certain obsolete production techniques that could be replaced by advanced technologies such as robotics and process automation (RPA). Doing so would help them improve production output, lower operating cost, and enhance worker safety.

· **3D printing:** As the client was looking to invest into new technologies for packaging, Infiniti Research presented them with a detailed report on investing into 3D printing for pharmaceutical packaging, which also included an action plan and critical requisites for implementation. 3D printing helps to increase early market entry for biologics and personalized medicine as it helps develop a packaging prototype without lag time associated with traditional equipment. Additive manufacturing also promotes flexibility and speed, which gives the client the opportunity to launch their products in the market within a limited time framework.

· **Postponement packaging:** Traditionally, the client engaged in provide bulk packaging for a single product for specific market requirements and store it until required. However, this process involved high inventory costs along with wastage if the product exceeds its shelf-life. To overcome this challenge, experts at Infiniti Research recommended the use of postponement packaging strategy. In this method, the medical products are kept at warehouses in a standard blank packaging format such as blister packs, boxes, and leaflets to be customized and supplied when the need arises.

· **Competitor profiling:** Based on a detailed competitor profiling and portfolio analysis, Infiniti provided the client with critical insights into secondary packaging formats on top market competitors and also categorized these packaging designs based on the ones best suited for the clients business requirements and product portfolio.

Business impact

Infiniti's pharma industry trend analysis and competitor profiling effectively helped the pharmaceutical company keep track of the major market developments and gain an understanding of their own strategies relative to other key market players in the US and Europe. Based on the in-depth and critical insights obtained, the client revamped their existing pharma secondary packaging operations to be in line with industry standards and new innovations. By adopting advanced production techniques such as 3D printing, the client was able to undertake rapid prototyping, gaining 40% increase in their production efficiency. By leveraging techniques such as postponement packaging, the client also saw a considerable decline in their storage and warehousing costs, generating cost savings of over \$1.5 million each year.

Also based on our pricing strategy analysis and recommendations, the pharmaceutical client was able to develop cost-effective packaging strategies and set the prices at a lower rate, enabling them to better target lower- and middle-income customers. Within three months of implementation, their market share in this segment increased by 20% in the US. Based on these results, the company is further planning to introduce this segment for the European market. Furthermore, using Infiniti's operational gap analysis, the client was also able to disinvest on outdated packaging designs, and choose the best alternatives as per market standards.

Based on the recommendations by experts at Infiniti, the client also invested into new 'human-centered or personalized' packaging designs that are in line with the current market trends and also well within their budgetary constraints. A detailed analysis of the performance of new designs after six months of implementation showed increased demand and support for the packaging from both physicians and patients alike. In a customer survey undertaken to determine the effectiveness of new packaging designs, 91% of the respondents agreed that the new packaging design promoted patient-friendliness and ease of use.

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