

CASE STUDY: Tracking competitors’ usage of eco-friendly packaging for Food & Beverages

CLIENT

Mid-sized packaged F&B company



INDUSTRY

Food & Beverages



PRODUCTS

Packaged snacks, bottled beverages, and ready-to-eat meals



TARGET GEO

Global



BUSINESS OBJECTIVE

- The client aimed to assess shifts in market share and customer sentiment driven by competitors’ adoption of eco-friendly packaging in the food and beverage sector.
- With increasing consumer demand for sustainability, the client sought to understand how competitors’ sustainability initiatives were influencing customer loyalty and market perception. The objective was to leverage these insights to develop a competitive eco-friendly product line and strengthen customer retention.

OUR SOLUTION

- **Social Media Sentiment Analysis:** Conducted real-time tracking of social media discussions around competitors’ eco-friendly packaging initiatives. Analyzed customer feedback on platforms like Twitter, Instagram, and product review sites to gauge perceptions of design, functionality, and sustainability claims. Identified positive and negative sentiment trends, highlighting features that resonated most with consumers, such as recyclability and reduced plastic use.
- **Market Share and Sales Data Tracking:** Monitored shifts in competitors’ market share by analyzing sales data tied to newly launched eco-friendly products. Mapped geographical regions with higher adoption rates and benchmarked the client’s current market position against competitors.
- **Regulatory and Industry Trends Analysis:** Evaluated evolving sustainability regulations in key markets to identify compliance gaps in competitors’ packaging strategies. Analyzed industry best practices and innovations in biodegradable materials, offering insights into emerging trends and technologies.

OUTCOMES

- 1 Shortlisted ideas for a new eco-friendly product lines, out of which one product drove a 10% uptick in customer loyalty, with consumers citing sustainability as a key purchasing factor.
- 2 Captured a 5% increase in market share within the first year by aligning product offerings with consumer preferences for sustainable packaging.
- 3 Positioned the client as an innovator in the sustainable food packaging market, opening opportunities for collaboration with environmentally conscious retailers and suppliers