

Rank	Innovation Need
1	Digital marketing - making use of right data to add value for consumers
2	Packaging interacting with consumer
3	Unlocking Provenance & Supply chain Traceability
4	In line printing and customisation of packaging
5	Sorting, Scanning and Vision Systems for High Speed
6	Methods to reach social media savvy younger generations
7	Consumer insights (real time / place) & behaviour modelling
8	New, sustainable or compostable packaging materials
9	Solutions in calorie reduction / Non-caloric inc flavours
10	Differentiation (and protection) through design and value to consumer
11	Natural/Clean label ingredients
12	Novel opening, closing, sharing & portioning technologies for enhanced consumer package interaction
13	Reduce sugar in beverages and food
14	Ingredients with proven health benefits across life-course
15	IoT
16	Batch-of-one / Flexible manufacturing / Industry 4.0 & Automation
17	3D printing of food
18	Coatings & Barrier materials for packaging
19	Anti-counterfeit technology
20	New sustainable sources of Protein
21	Lowering salt in products
22	Control of contamination in manufacturing / supply chain
23	Industrial process optimizations
24	Water reduction / recycling in production
25	Altering taste
26	Encourage sustainable consumer behaviour
27	Low-energy processes / Energy recovery
28	Oxygen Scavenging / minimisation
29	Food grade packaging materials
30	Food Preservation & Extended Shelf-Life
31	Self cooling / heating container
32	Reduce fat / Sat Fat / Fat & Oil replacement
33	Bacteria control / life extension in Packaging
34	E-commerce ready packaging and viable business models
35	Business models (eg for emerging markets)
36	Lightweighting / packaging materials reduction
37	Incorporating consumer insights into design
38	Product optimisation for microwave cooking
39	Managing information / Dealing with Big Data
40	Materials, formulation or processing to deliver desired food properties
41	Retailer insights
42	Bulk and texture improvement
43	Data analytics & predictive design
44	"Fair For Life" and other accreditation
45	Ingredients which enable exercise & recovery
46	New mouthfeel sensation / novel texture
47	Novel Sweeteners
48	Reduce water in product use / consumption
49	Preserving food naturally
50	Design for recycling