

Prospects for the Development of Lidding Packaging for Food and Beverage Products

ML GROUP — Dairy Packaging Experts
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Global Packaging Market Trends

1. Growing focus on recyclability and sustainability
2. Premium Appearance
3. Customization & Digital Printing
4. Convenience & Ready-to-Eat
5. AI-Driven Packaging Innovation



Market trends 1

Recyclability as a Key Driver

1. Shift to monomaterials (PP, PET)
2. Minimizing aluminum and complex laminates
3. Easy separation of layers for recycling



Market trends 2 Premium Appearance

1. Shelf Appeal Drives Sales
2. ML GROUP uses white base for exceptional print quality
3. Enhances visibility and branding on crowded shelves
4. Glass containers are also seen as eco-friendly and premium, often linked to higher shelf impact and increased sales



Market trends 3 Customization

1. Unique QR codes for each lid
2. Flexible Branding Opportunities
3. Strengthening consumer engagement through packaging
4. Printing multiple designs without changeovers
5. Fast product testing and market response
6. Flexible marketing campaigns



Market trends 4

Convenience & Ready-to-Eat

1. Packaging for On-the-Go Lifestyles
2. Sealing lids ideal for ready-to-eat dairy, desserts, sauces, and infant food
3. Easy to open, resealable, and microwaveable



Market trends 5

AI & Neural Networks

1. Automated pattern generation
2. A/B testing multiple packaging concepts
3. Adapting rapidly to market trends

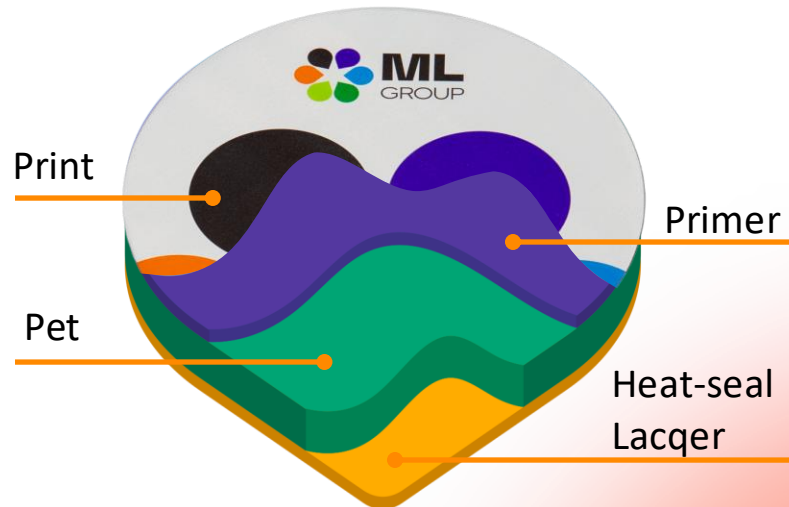
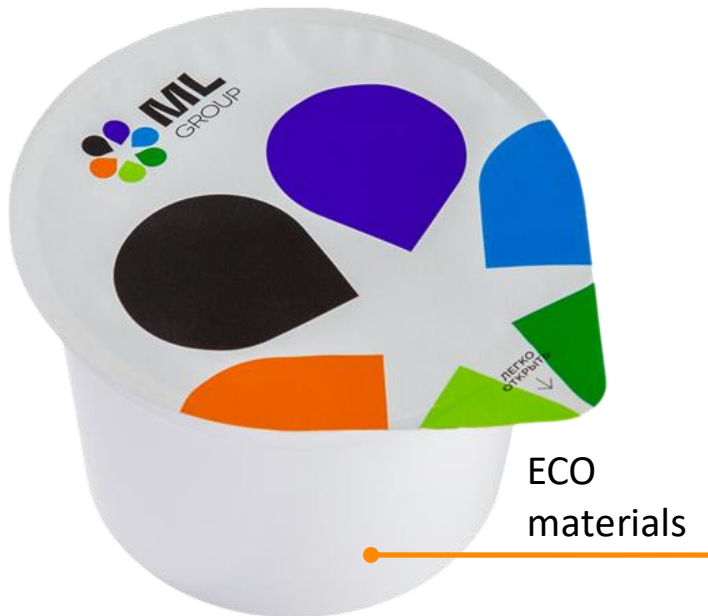


Risks and Challenges

⚠ Higher cost
of eco-innovative
materials

⚠ Recycling
complexity of multi-
layered packaging

⚠ Strict food safety
regulations



Opportunities for the Dairy Industry

1. Monomaterials adoption within 3-5 years
2. Growth of individualized packaging
3. Expanded packaging functionality



Our Recommendations to Dairy Producers

1. Evaluate eco-friendly material transition
2. Test digital printing and QR code opportunities
3. View packaging as a strategic brand asset



Market Potential in the Middle East & North Africa

1. Eco-Initiatives Emerging
2. Food Safety is Paramount
3. Booming Dairy & Baby Food Sectors
4. Premium Branding Matters
5. Urban Convenience Culture



Our products

2,2 billion
platinum per year

On the market
since 2002



5%

Alufoil



11%

Food roll
Packaging



15%

Pharmaceutical
packaging



69%

Die cut lid
production

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