Technology Landscape – Shelf-life extenders and active packaging for fresh and raw products

**Case Study** 



# Technology Landscape – Shelf-life extenders and active packaging for fresh and raw products

Client	A leading food restaurant chain
Industry	Food manufacturing
Products	Fresh and raw products

## **Engagement Scope**



## **Technology Landscape**

- What are the emerging technologies for chicken/ meat storage to increase shelf-life?
- What are the emerging technologies for preservation of fresh chicken/meat – active and smart packaging?
- What are the key features of these technologies?
- What are the types of meats that can be stored/ preserved/ packaged using these technologies?
- What are the approximate shelf life extension period provided by these technologies?
- What are the preservation technologies used for other meat products that can be used for poultry?

#### Context

The Client wanted to identify technologies and approaches that can prolong the refrigerated chicken shelf life and interested in detailed assessment of the technologies used for extending the shelf-life of the refrigerated chicken. The client intends to identify the active packaging solutions and extending shelf-life

#### **Key Business Questions**

- What are the emerging technologies for chicken/ meat storage and preservation to increase shelf-life?
- What are the emerging active packaging technologies for fresh chicken and their key features of those technologies?
- What are the combination approaches for storing, packaging, preserving fresh chicken so as to extend its refrigerated shelf life?
- Which are the 'best-fit' technologies for the client according to its requirements?

# 2

## **Technology Assessment**

- Who are the active players offering the technologies in the market?
- Which type of technologies have been recently launched by the active players?
- What are the innovation features offered by the technologies?
- What is the technology readiness level of the technologies?
- What are the advantages of the technologies over their counterparts?

# 3

## **Insights & Recommendations**

- What are the 'best fit' technologies that can prolong the refrigerated shelf life of chicken?
- Which are the unique technology features to adopt for improving the shelf life of fresh chicken and meet market demand?
- What are the upcoming or anticipated technology prototypes holding future potential in extending the refrigerated shelf life of chicken?



## Technology Landscape – Improvement of shelf life of fresh chicken

## Research Methodology

#### Patent & Sci. Literature Research

The extensive pool of information was studied to identify insights through ~7500 patents and ~12500 scientific literature documents

#### Web-based Research

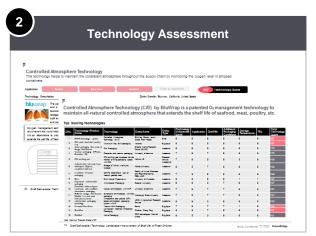
- Conducted comprehensive desk research covering market reports, research papers, technology portals, etc. to identify and understand different technologies
- Referred paid databases such as Euro monitor, Mintel, Bloomberg, Factiva, etc.

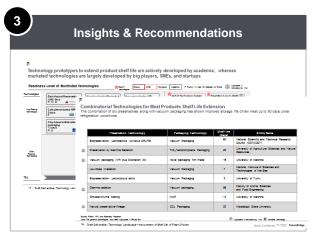
#### **Benefits to Client**

- The Client got detailed understanding on various processes involved in improving the shelf life of raw or fresh chicken
- The engagement output helped the Client in shortlisting potential technologies in packaging/storing chicken based on market requirements
- The engagement helped the Client in identifying combination of technologies that have the potential usage to improve the shelf life of chicken

## **Sample Analysis**







# Thank you

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