



FINALISTS

REPORT



LONDON
PACKAGING
WEEK

INNOVATION
AWARDS 2025



YOUR REPORT PREVIEW

The future is now.

You know how powerful packaging can be – as a storytelling device, a tangible expression of your brand, and ultimately, as a cultural artefact of the time we live in. Packaging doesn't just tell us about what's important today; it acts as a signpost for the future.

Since its inception, the London Packaging Week Innovation Awards have been a celebration of the very best packs in the UK from the past year. By brands, for brands, every single entry tells us something about what packaging is – but more importantly, it tells us about what packaging could be. And the class of 2025 was no exception.

Designers, artists, technologists, and brands are converging to push the very definition of what packaging can be. Not just as a container, but as an experience, a collaboration, and in many cases, a work of art.

Come and deep dive into the top trends, insights and innovations from the 2025 finalists!

London Packaging Week Team

Register
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in the 2026
Innovation
Awards



This year's entries were nothing short of inspirational. The only thing more exciting? When next year's entries open.

MEET THE JUDGES



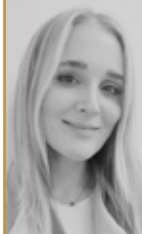
Chris Allinson
Packaging Development
Manager

DIAGEO



Christelle Anya
Community &
Content Director

**LONDON
PACKAGING
WEEK**



Victoria Brownlie
Sustainability &
Policy Lead

**BRITISH
BEAUTY
COUNCIL**



Michael Carroll
MMI Packaging Business
Partner

müller



Cat Hay
Regulatory &
Environmental
Affairs Lead

fdf food & drink
federation




**Cain Hayward-
Hughes**
Partner – Commercial
Category Leader

**STARBUCKS
COFFEE**



Saul Johnstone
Senior Direct
Procurement Manager

BACARDI



Eva Lagarde
Founder

**re/
sources.**



Lisa Meade
Partner – Commercial
Category Leader

Kingfisher



Nikki Grainge
Senior Packaging
Innovation Manager

**MARKS &
SPENCER**



Lena Danielsson
Breakthrough Innovation
Director

Pernod Ricard
Créateurs de convivialité



Simon Elmer
Senior Packaging
Innovation Lead

WILLIAM GRANT & SONS



Raphael Ferri
Global Packaging
Development Expert



Paul Jenkins
Founder &
Managing Director

thepackhub



Tanguy Pellen
Partner

**Skarbek
ASSOCIATES**



Alfredo Ruiz Pose
Head of Purchasing

GLENMORANGIE
SINGLE MALT SCOTCH WHISKY



Michelle Atkinson
Senior Packaging
Manager

DIAGEO

HERE'S WHAT THE JUDGES SAID

"Some of the executions that have taken place, especially on the higher-end packs, are very impressive this year. There are a lot of quality entries across the board that are definitely jumping out. It's always good to see products that do something very different, in particular with glass. It's the most challenging element to play with and get right. This is not to take away from secondary packaging, which is still important for luxury products. But higher-volume premium lines are bringing in more glass and doing less on secondary packaging, choosing instead to showcase their brand using the bottle."

Saul Johnstone,
Senior Direct Procurement Manager,
Bacardi

"Hundreds of submissions came through, and for each one, I wanted to know: What grade of board have you used? Why that particular GSM? Could you have picked a more sustainable alternative? Most of the judges will have written packaging specs at some point, and that's where the devil is, in the detail. Have you done a top-load strength test? A line trial? You need to show that the packaging is best-in-class and truly fit for purpose."

Michael Carroll,
MMI Packaging Business Partner-Senior Packaging
Project Manager,
Müller

"We saw bravery across every sector, from luxury spirits to everyday essentials. That bravery moves the industry forward. If we lead with it, we bring consumers with us and reshape expectations together. It's easy to get caught up looking through a purely brand lens, but we need to see through the eyes of the consumer. Some designs look beautiful but are difficult to interact with. Brands need to test their packs with real consumers: open it, close it, feel it. That feedback is crucial and often overlooked."

Michelle Atkinson,
Sustainable Solutions – Breakthrough Innovation,
Diageo

Innovation, n.

/ ɪnəˈveɪʃn/
in-uh-VAY-shuhn

*The process through which new products, concepts, services, methods, or techniques are developed. Innovation, particularly technological innovation, can cause 'discontinuities' in a market that **may lead the market to be radically different** from one responding to a classic product life cycle.*

TOP TRENDS AT A GLANCE

The Innovation Awards celebrate the brands and products that not only reflect the trends of today but also shape the trends of tomorrow. On the following pages, discover the six key trends that have emerged from the bold, boundary-breaking innovators of the class of 2025.

1. Sustainability without compromise

2. Packaging with a plot

3. Putting the fun into functionality

4. Seasons set the stage in the theatre of gifting

5. Artistry without borders

6. Democratising the deluxe

1. SUSTAINABILITY WITHOUT COMPROMISE

Sustainability is no longer about restraint, it's about re-engineering beauty through circularity.

Consumers want and expect brands to offer responsibly-sourced packaging without compromising on aesthetics or functionality. And, according to McKinsey (2024), 60% of global shoppers are willing to pay more for sustainable packaging if performance and aesthetics remain high.

Finalists like Diageo's Johnnie Walker Black Label paper bottle and Flora's wet-moulded fibre tubs prove that circular materials can at least match traditional plastics in strength, functionality, and shelf appeal. Meanwhile, entries from McVitie's and Sainsbury's demonstrate that mass-market transitions can deliver a measurable plastic reduction without sacrificing brand equity. These designs signal a maturing mindset: sustainability that is less about sacrifice and more about mastery. Re-engineering familiar forms through responsibly-sourced materials, renewable energy, and bio-based innovation has transformed 'eco' into 'elevated'.



**JOHNNIE WALKER
BLACK LABEL**

Made with a paper bottle formed using PulPac Dry Moulded Fibre). It's 60% lighter than the glass equivalent, with LCAs indicating up to a 47% reduction in carbon emissions. Bartenders loved that the bottle was easy to handle and didn't smash when dropped – and it retained the iconic Johnnie Walker silhouette.

FIELDEN WHISKY GIFT BOXES FROM AGRICULTURAL WASTE

This sophisticated gift box is made entirely from agricultural waste, responsibly sourced from farmers in developing countries. It's tree-free, recyclable – including the foil – compostable, unbleached, and produced with 100% green energy.



“The most interesting packaging innovations today are not asking consumers to accept less. We are seeing circular materials designed to perform properly on shelf, through the supply chain and in the hand. When sustainability works, it strengthens brands rather than diluting them.”

Paul Jenkins,
Managing Director,
ThePackHub

These 100% paper tubs are the first oil- and water-resistant paper-based alternative in the category. Made using special moulded fibre labelling technology, they retain Flora's brand identity while entirely replacing plastic.



FLORA WET-MOULDED FIBRE TUBS

2. PACKAGING WITH A PLOT

Packaging has become a narrative medium – part sculpture, part souvenir.

Packaging design has evolved into storytelling through form, texture, and ritual. Consumers increasingly view packaging as part of the product experience, with luxury buyers gravitating towards packs they can reuse or display. This shift drives innovation like Hendrick's whimsical watering can, Bowmore and Glenlivet's artist-collaborative whisky cases, and Manchester United's collector's edition box. Even Clive Christian and Miller Harris balance recyclability with ornate finishing. Structural storytelling now extends brand identity into the home, creating objects that outlive their contents. The result? A fusion of memory, heritage, and craftsmanship where every hinge, lid, and crease tells part of a larger cultural story.

HENDRICK'S REUSABLE STEEL WATERING CAN

Both pack and collector's item, this ingenious all-metal design was an eye-catching travel retail set, a fully functional watering can, a cocktail decanter, ornament, and storytelling device all in one.



“Packaging is no longer just a delivery tool but part of the consumer experience. Moving beyond commodity, it is becoming collectible, design-led and sustainable. Instead of being hidden or thrown away, packaging can have lasting value, integrating into everyday life as an object to be kept and appreciated.”

Eva Lagarde,
CEO,
re-sources

MANCHESTER UNITED COLLECTOR'S BOX

A multi-layer experience in a box, complete with 3D stadium graphics and theatrical opening. A beautiful pack for the beautiful game, engineered for functionality and sentimental value.



This eye-catching design was finished in brushed copper, a nod to the copper stills that have produced whisky for centuries. Details like the patina coin and twist lid added tactile heritage storytelling elements.

THE GLENLIVET 40-YEAR-OLD WHISKY CYLINDER

3. PUTTING THE FUN INTO FUNCTIONALITY

Smart functionality is the new frontier of desirability.

Consumers now expect packaging that simplifies, safeguards, and surprises. The finalists of 2025 demonstrated that function and experience no longer compete – they must co-exist. Eco-Sharps containers reduce storage volume by 35%, Seal2Go Tab Lok ensures tamper protection, and Inside Story integrates digital storytelling through smart labels. Even luxury entrants like Charlotte Tilbury's refillable vanity case show how engineering meets elegance. The new design brief is clear: packaging must work harder, feel smarter, and deliver value on multiple fronts that go far beyond product protection and shelf appeal. Functionality is now part of the emotional experience.

"Packaging is no longer just about aesthetics or functionality - it is about intelligent design that elevates the experience. When functionality becomes seamless and intuitive, it adds a layer of sophistication that consumers crave. True desirability lies in engineering elegance: packaging that protects, performs, and delights, turning everyday interactions into moments of indulgence."

Cain Hayward Hughes,
Partner – Commercial Category Leader,
Starbucks



The built-in handles die-cut into the top of the carton look simple, but are an example of precision ergonomic design. They fold flat into the box when not in use for easy storage, and eliminate the need for additional carrier bags for the consumer.

**LOLA'S CUPCAKES
EASY CARRY BOX**

INSIDE STORY INTERACTIVE PACKAGING



How much can you fit on a wine label? For Inside Story, the answer is: Everything. Its smart labels embed digital storytelling and consumer engagement via smart labels, engaging consumers with everything from podcasts to vineyard tours.

CHARLOTTE TILBURY PILLOW TALK DREAMS COME TRUE VANITY CASE

A beautifully designed vanity case that holds a range of premium nude pink beauty products. But the real value of this pack is seen once its contents are used – it doubles as a timelessly stylish keepsake box that the consumer can use however they like.



4. SEASONS SET THE STAGE IN THE THEATRE OF GIFTING

In the experience economy, packaging is the moment.

Seasonal packaging is transforming from a decorative flourish into a multisensory event. In a crowded retail landscape where consumers increasingly look for experiences over products, memorable packaging directly influences repeat purchases. This year's entries deliver theatre and joy: Harrods' 25-day advent calendar turns unboxing into ritual; Lindt's 5-foot chocolate countdown turns festive indulgence into a fine art; Ardbeg's diving-helmet chamber merges humour and heritage; Lush's glue-free, recycled cardboard advent calendar turns sustainable engineering into playful festive theatre. By blending play, anticipation, and nostalgia, experiential packaging creates emotional durability — moments consumers replay long after the wrapping is gone.

HARRODS 25-DAY LUXURY FOOD ADVENT CALENDAR

A Christmas classic, redefined. The Harrods luxury food advent calendar is a technical marvel, holding 25 festive treats of all shapes and sizes. Bepsoko fitments held the products securely inside a vibrant seasonal hinged box.



Bigger isn't always better, but it helps. This conversation-starting calendar contained 24 full-size chocolate bars in a traditional advent calendar design. Shipping a product of this size is a remarkable feat of engineering, turning packaging into conversation-starting theatre.



LINDT 5FT TALL
ADVENT CALENDAR

A diving chamber-inspired display case with a comic book insert – this is pulp packaging as you've never experienced it before. It's a masterpiece of metalwork – a fitting dramatic accompaniment to the complex flavours held within the bottle.



ARDBEG THE ABYSS

A festive classic, reimagined. This 25-day recycled cardboard advent calendar uses glue-free construction, precision die-cuts, and locking panels, with perforated doors and a sliding centrepiece box that turns sustainable engineering into a playful seasonal theatre experience.



LUSH 29 HIGH STREET
ADVENT CALENDAR

5. ARTISTRY WITHOUT BORDERS

When disciplines merge, brands find new voices.

Cross-sector collaboration is redefining creativity in luxury packaging. Today's most inspiring designs come from partnerships that blur boundaries between art, craft, and industry. The spirits sector is experiencing a golden era of packaging creativity as a result. Glenmorangie x Azuma Makoto fuses whisky with Japanese botanical sculpture; Macallan x Bill Amberg Studio marries distilling heritage with leather artistry; Hennessy's Spirit of Travel celebrates global design dialogue. Even in beauty, DaisyFace turns packaging into playful floral sculpture, with daisy-shaped bottles and seeded paper packaging that bring the brand name to life. These partnerships breathe new meaning into materials and deepen cultural resonance. They prove that in packaging, the next breakthrough may not come from the lab, but from the studio next door.

Refillable skincare, where design blooms – a daisy-shaped aluminium bottle sits in seeded paper packaging, each detail celebrating the playful, floral spirit of DaisyFace, turning every touch and unboxing into a moment of joyful artistry.

DAISYFACE SKINCARE



Whisky meets Japanese floral artistry, transforming packaging into a cultural artefact and an exquisite sculpture. The 3D living artwork, made with flowers from Japan and the Scottish Highlands, was translated into a 2D packaging billboard through ultra high-resolution printing and precision finishing.

GLENMORANGIE DR BILL
LUMSDEN X AZUMA MAKOTO
23 YEARS OLD



**MACALLAN A STUDY
IN OAK – MACALLAN X
BILL AMBERG STUDIO**

Two whiskies from the same cask – this first-of-its-kind product was held in a hinged, leather-finished cabinet that splits down the middle. It's the embodiment of the collaboration between distiller and leather artisan, merging two crafts.

A 100% recyclable paper case, moulded to mirror the silhouette of the Hennessy X.O carafe. The collection celebrates global cultural artistry through limited-edition collectible bottles, each one featuring a custom-moulded luggage tag made from upcycled leather.

**HENNESSY X.O
'SPIRIT OF TRAVEL'
COLLECTION**



6. DEMOCRATISING THE DELUXE

The everyday is getting a premium upgrade.

In times of economic pressure, small luxuries carry greater emotional weight. This is driving the rise of elevated everyday packaging, where mass-market brands adopt cues of luxury through materials, finish, and storytelling. Spudos Crisps blend humour with eco-chic design; The Jolly Hog applies artisanal craft cues to bacon packaging; Vinca Wines delivers aspirational simplicity in a recyclable format. Premiumisation is no longer solely about exclusivity, it's about emotional resonance, sensory pleasure, and lifestyle alignment. The new design hierarchy celebrates quality everywhere, not just in the top shelf.

SPUDOS CRISPS

A playful yet eco-conscious aesthetic adds a fresh seasoning to a familiar category. By adding a self-seasoning element, it turns packaging into part of the experience – and the home compostable bag makes this a guilt-free indulgence.



"The idea of luxury is changing. No longer defined solely by exclusivity or distance, it is becoming more accessible, more connected, and more about shared delight. When craftsmanship meets openness, quality and care are no longer reserved for a select few. Every detail, from materials to design, can be experienced and appreciated by many. Democratising the deluxe is about creating moments that feel special, thoughtful, and elevated, without losing their sense of approachability, so that the extraordinary becomes something everyone can enjoy."

Christelle Anya,
Community & Content Director,
London Packaging Week



**THE JOLLY
HOG BLACK
TREACLE BACK
BACON**

An artisanal craft design applied to a traditional grocery retail format, this thermoformed tray provides a crystal clear window to view the mouthwatering contents within.



**VINCA WINES
ORGANIC SICILIAN
WHITE WINE BOTTLE**

A minimalist yet aspirational aesthetic in a 100% recycled aluminium bottle, this elegant design aims to redefine wine. Striking in design, festival-friendly, and perfect for the fridge, it's a winning combination of style and substance.

THE WINNERS AND FINALISTS ARE...

Congratulations to our Innovation Awards class of 2025!



INNOVATION AWARDS 2026

Sustainable Packaging

- **Winner:** Diageo Johnnie Walker Black Label – Diageo
- **Highly Commended:** Paper packaging for chilled spreads – Flora Food Group
- **Highly Commended:** Eco-Sharps – G&N and NeedleDock
- **Highly Commended:** Rubicon PE Free Paper Coffee Cup – Starbucks
- Ocado Retail online reuse scheme – Ocado Retail
- +maskology HYALURONIC ACID Facial Serum – +maskology
- Bowmore – Bowmore
- McVities Digestives Twin pack - Banding – Pladis - McVities
- Easy carry box – LOLA's CUPCAKES
- Zuddha Alkaline Water – Zuddha Alkaline Water
- Organic Sicilian Red Wine Bottle – Vinca Wines



INNOVATION AWARDS 2026

Luxury & Premium Packaging

- **Winner:** A Study in Oak - Macallan 33-Year-Old 1991 Origins Sherry and Sherry-Mizunara - Bill Amberg Edition – Macallan
- Harrods Food Hall Luxury Advent calendar – Harrods
- Manchester Collector's Box – Theatre of Dreams Edition – Manchester United



INNOVATION AWARDS 2026

Perfume

- **Winner:** Pierre De Velay by Roja Dove – Roja Dove Perfumery
- Clive Christian - Crown Collection, Matsukita – Clive Christian
- Clive Christian, Original Collection, 1872 Masculine – Clive Christian

Skincare

- **Winner:** The face cream, the eye cream, the cleanser, the toner, the exfoliator - Daisyface
- **Highly Commended:** Gglow – Gyamfua London
- BUFARMA Soft Creamy Scrub – BUFARMA
- Miller Harris – Miller Harris

Haircare

- **Winner:** Rhyme & Reason – Rhyme & Reason
- **Highly Commended:** Vivomer Dropper – Hair by Sam McKnight
- Captain Fawcett Pomades – Captain Fawcett
- Black Oud Beard Balm – ZOUSZ
- Happy Hair People – Happy Hair People

Beauty Accessory

- **Winner:** Trinny London Christmas 2024 Gift Bag – Trinny London
- **Highly Commended:** Pillow Talk Dreams Come True – Charlotte Tilbury



Luxury Drinks

- **Winner:** *Ardbeg The Abyss* – Glenmorangie
- **Highly Commended:** *MACALLAN Time space* – Macallan
- *Glenmorangie Dr Bill Lumsden x Azuma Makoto 23 Years Old* – Glenmorangie
- *One Cask at a Time - Single Malt Scotch Whisky* – One Cask at a Time
- *The Glenlivet 40 year old* – The Glenlivet
- *A Study in Oak - Macallan 33-Year-Old 1991 Origins Sherry and Sherry-Mizunara - Bill Amberg Edition* – Macallan
- *Glenmorangie Pursuit of Passion : Wine Cask Collection* – Glenmorangie

Premium Drinks

- **Winner:** *Hennessy X.O 'Spirit of Travel' Collection* – Hennessy
- **Highly Commended:** *Champagne Challiol & Charmetant* – Champagne Challilo & Charmetant
- *Dark Sky Reserve - Solid Oak Packaging* – SKELLIG SIX18
- *THIRON 2024 Lindores Single Malt Scotch Whisky* – Thiron
- *Illuminated bottle cap to elevate the Belvedere 10, 175cl bottle* – Belvedere
- *Maestro Reserva* – EDRINGTON
- *Aureus Vita Comprehensive Luxury Packaging* – Aureus Vita
- *The Glenlivet Travel Retail Exclusive 'The Journey Inward'* – The Glenlivet
- *Fielden Whisky Gift Box* – Fielden Whiskey

Everyday Drinks

- **Winner:** *The Whimsical Watering Can* – Hendrick's Gin
- **Highly Commended:** *Innocent Juice* – Innocent drinks
- *OHMG Sparkling Magnesium Water* – OHMG Brands Limited
- *Water Junkie & WaterJunkie Mushroom* – Water Junkie
- *MINDFUEL FLOW® I RTD Mushroom Iced Latte / focus & clarity / stress & mood* – Mindfuelbev Ltd
- *Inside Story*
- *Organic Sicilian White Wine Bottle* – Vinca Wines
- *RAPPL'* – Mull it Over
- *Nips & Sips Watermelon* – Young Spirits
- *Panther Shake - Dirty Banana* – Panther Milk
- *ZAZZ* – ZAZZ Cocktails Limited



Food Packaging

- **Winner:** *Hotel Chocolat's Extra-Thick Easter Egg* – Hotel Chocolat
- **Highly Commended:** *Spudos Crisps* – Spudos Ltd
- *Gousto - Automated Egg Box* – Gousto
- *Masala Cashews & Almonds* – NALO
- *Seal2Go Tab Lok paper bags* – CCS McLays
- *5ft Lindt Advent Calendar* – Lindt
- *Curry Smugglers Snacks* – Curry Smugglers
- *Packaging for Café Plantel* – HONDO
- *Cadbury Sharing Tablets* – Mondelez International
- *Chinese Salt & Pepper Cashews & Almonds* – NALO
- *Smoked Rosemary Almonds* – NALO
- *Yoruba Mate* – Yoruba Mate
- *Jacobs Bites* – Pladis
- *Maple Truffle Cashews & Almonds* – NALO
- *PaperSeal™ Shape for Moy Park and Sainsbury's breaded chicken products* – Moy Park & Sainsburys
- *The Jolly Hog - Black Treacle Back Bacon 300g* – The Jolly Hog

Consumer Goods

- **Winner:** *Vitals+* – Heights
- **Highly Commended:** *29 High Street Advent calendar* – LUSH
- *Permea Plus Seriously Safe Sanitiser* – Arden Health
- *Omvits Kind Collagen* – OMVITS

Homeware

- **Winner:** *Cashmere Candle – Essential Oil Blend* – Aroma Theory
- **Highly Commended:** *Hermes Candle* – Hygges London
- *AUGUST&PIERS 340g Candle Range* – AUGUST&PIERS
- *RÊVERIE D'AMBRE – Perfume Candle* – I-VIO
- *Peri Candle* – Hygges London
- *Royal Palaces - Smoked Oud and Bergamot scented ceramic* – Windles Group



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Become the headline sponsor of the Innovation Awards which showcases groundbreaking designs from both emerging and established brands, each demonstrating remarkable innovation, creativity, and a commitment to sustainability. From technical innovation and design excellence, to consumer experience and impact, align your company at the forefront of packaging in the UK!

BENEFITS INCLUDE:

- Exclusive invite to the in-person judging day with 20+ packaging professionals from leading brands including Diageo, M&S, Müller and Pernod Ricard
- Full branding of the Innovation Awards
- Introduce the awards ceremony and present an award.
- Sponsor to provide branded prize/gift of their choice to all winners
- Logo billing on pre-event marketing including website, email marketing, print, and advertising campaigns
- Listing on all sponsor pages

Contact Chris Newhouse for more information: chris.newhouse@easyfairs.com



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If you have any questions relating to the Innovation Awards or submitting an entry, please contact:



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SCAN TO HEAR WHEN ENTRIES OPEN

**Enter the 2026 Innovation Awards and play your
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