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PACKAGING DESIGN FOR A FRUIT BRAND

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With the continuous improvement of consumers' requirements for food safety and quality, the role of fruit brand packaging design in market competition is becoming more and more prominent. This paper focuses on the current situation of China's fruit brand packaging design, analyzes its shortcomings in inheriting traditional culture and meeting consumer demand, and proposes innovative packaging design strategies to enhance the market competitiveness of China's fruit brands.

Keywords: branding design, packaging design, design innovation, cultural heritage.

INTRODUCTION

Fruit is an essential food in daily life, its brand packaging design has an important impact on consumers' purchasing decisions. In China, fruit packaging design still exists in a certain degree of homogenization phenomenon, lack of innovation and characteristics. The purpose of fruit brand packaging design is to attract consumers' attention, enhance brand image and increase the added value of products. Through a unique packaging design, it can highlight the freshness, quality and characteristics of the fruit and stimulate consumers' desire to buy. At the same time, good packaging design can also convey the brand's values and concepts and enhance consumers' sense of identity and loyalty to the brand.

PURPOSE

To improve the market competitiveness of China's fruit brands, this paper discusses fruit brand packaging design strategies from the perspective of innovation and heritage.

RESULTS AND DISCUSSION

The fruit market, as a dynamic industry, is characterized by a diversified competitive landscape. With consumers' pursuit of a healthy lifestyle and increased concern for food quality, there is a rising demand for high-quality and organic fruits. In addition, the rise in e-commerce has provided new channels for fruit sales, making the market more competitive. In this context, brand packaging design has become an important means for companies to differentiate themselves from their competitors and attract consumers' attention [1].



The market positioning of fruit brands is usually closely related to the characteristics and quality of their products and the preferences of their target consumers. High-end fruit brands tend to emphasize the rarity, nutritional value and unique taste of their products, targeting mid-to-high-end market users who pursue a healthy life and quality consumption. Popular fruit brands, on the other hand, pay more attention to the cost-effectiveness of their products and wide market coverage to meet daily consumption needs. Brands need to consider the age, income level, lifestyle and other factors of the target consumers in their market positioning in order to more accurately meet their needs [3].

As shown in Figure 1, branding is a very important asset that makes a product recognizable. To make the overall feeling of agricultural products more beautiful and in line with modern aesthetics, the design of visual elements of agricultural products should be strengthened. When customers select products for consumption, whether the packaging is vivid, graphic and exquisite will produce different visual effects and give buyers a variety of psychological reactions, which will have an impact on consumers' desire to buy.

As shown in Figure 2, packaging design is an important tool for conveying product information, attracting consumer attention and promoting sales. Effective packaging design should follow the following basic principles: first, the principle of visual appeal, that is, the packaging should have eye-catching colors, patterns and shapes, and be able to stand out in many products. Second, the principle of clarity of information, the text and graphics on the package should be concise and clear, so that consumers can quickly access product information. Again, the principle of functionality, packaging should not only protect the product from physical damage but also consider portability and easy to open [2]. Finally, the principle of environmental protection, the design should consider the recyclability of materials and environmental impact, responding to the requirements of sustainable development.



Fig. 1. Gannan Navel Orange Packaging



Fig. 2. Three Gorges Navel Orange Packaging



Colors and patterns are the elements in packaging design that attract the most attention from consumers. Different colors can trigger emotional responses and associations in consumers. For example, green is often associated with freshness and nature and is suitable for organic fruit packaging.

Graphic design needs to be simple and powerful, able to quickly convey product characteristics and brand messages [4]. In fruit packaging design, the visual appeal and recognition of the product can be enhanced by simulating the natural texture of the fruit or using vivid illustrations.

CONCLUSIONS

Through case studies and empirical research, this paper concludes that successful fruit brand packaging design should consider creativity, cultural connotation, environmental protection and information transfer efficiency. In addition, as consumers' demand for personalization and customization increases, future fruit brand packaging design will focus more on meeting consumers' individual needs and providing interactive experiences.

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ДИЗАЙН УПАКОВКИ ДЛЯ ФРУКТОВОГО БРЕНДУ

З постійним підвищенням вимог споживачів до безпеки та якості харчових продуктів роль дизайну упаковки фруктових брендів у ринковій конкуренції стає все більш помітною. Ця стаття зосереджена на поточній ситуації з дизайном упаковки фруктових брендів Китаю, аналізує його недоліки в успадкуванні традиційної культури та задоволенні споживчого попиту, а також пропонує інноваційні стратегії дизайну упаковки для підвищення ринкової конкурентоспроможності китайських фруктових брендів.

Ключові слова: дизайн брендової продукції, дизайн упаковки, інноваційний дизайн, культурна спадщина.