5.9 Conclusions

The conceptual framework presented in this chapter adopts a different approach to conceptualizing NPD in the food and drinks sectors, with a focus on packaging. The existing stage based models evident within the literature fail to capture these critical elements when applied to packaging. In particular, they fail to capture important external inputs into the development process.

Using the framework presented to understand the activities of firms will generate new insights, which are not presently achievable from the existing linear models. Furthermore, when considering the development of packaging, it is critical to incorporate into any framework the associated need to invest in new capital equipment within the firm. This has is particularly important in established process industries, such as the food and drinks and packaging industries.