Benchmarking is an essential tool in the process of developing new products, as it allows for the comparison of existing solutions, the identification of best practices, and the recognition of opportunities for innovation. In the context of this project — the development of a car trunk divider that transforms into a shopping cart — benchmarking was used to analyze different products and initiatives that contribute to reducing plastic consumption and increasing convenience in grocery transportation.

In recent years, various policies and initiatives have been implemented with the aim of reducing the use of disposable plastics, namely the measure that requires consumers to pay for plastic bags in stores. This legislative change has had a significant impact on consumer habits, encouraging people to seek more sustainable and reusable alternatives. Therefore, this measure serves as an important point of reference for the present project, as it demonstrates a growing environmental awareness and a behavioral shift that supports the adoption of innovative solutions such as the one proposed here.

Beyond public policies, several commercial solutions with similar objectives were also analyzed. Among them are foldable shopping trolleys, car trunk organizers, and reusable bags. Foldable shopping trolleys allow for convenient transport of groceries but take up extra space in the car and do not contribute to trunk organization. Car trunk organizers, on the other hand, help maintain order inside the vehicle but offer no functionality outside of it. Reusable bags present an affordable and eco-friendly option, though they can be uncomfortable for carrying heavy loads and are not always efficient in terms of space utilization.

The comparative analysis shows that the proposed product stands out for its versatility and innovation. By combining the function of a trunk divider with that of a shopping cart, this solution eliminates the need for disposable plastic bags and optimizes the car's storage space, addressing both ecological and practical concerns. Additionally, the use of sustainable materials reinforces the environmental commitment of the project, aligning it with waste reduction policies and current trends in responsible consumption.

In summary, benchmarking made it possible to identify gaps in existing solutions and to confirm the unique potential of the proposed product. It represents a functional, sustainable, and market-relevant alternative that supports the transition toward more eco-conscious consumer behavior.