

PACKAGING TRENDS

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FUNCTIONAL AND EYE-CATCHING

Functional innovations reflect social and environmental concerns, while aesthetic innovations help improve product transparency — literally.

FUNCTIONAL

TREND Safety First!

- ▶ U.S. consumers seek packaging that:
 - Protects against transmission
 - Offers antiviral activity
 - Reduces physical touch points
 - Is safe and sanitary
 - Is tamper-resistant

- ▶ **74%** prefer to buy products with packaging that protects the contents from contamination



- ▶ **32%** want companies to keep them updated on how they keep products sanitary

TREND Reduce. Reuse. Recycle.

- ▶ U.S. consumers seek packaging that is:
 - Zero-waste
 - Recyclable



90% agree brands should take responsibility for environmental impact of packaging

74% say they are willing to pay an additional amount for products in sustainable packaging

- ▶ **Paper packaging**
69% of U.S. consumers think society should phase out plastic packaging

- ▶ **Resealable containers**
47% of U.S. adults say resealable packaging has prompted them to choose one food item over another



- ▶ **Pouches**
 - Offer reduced packaging waste
 - Energy-efficient to produce and transport
 - Gradually becoming more recyclable

AESTHETIC

TREND Grab & Go

- ▶ Pandemic spurred need for ready-to-serve packaging

65% of retailers now prioritizing grab-and-go

28% of supermarket operators expanding space allotted to prepared foods



TREND See-Through Packaging

- Boosts product appeal
- Allows shoppers to check freshness
- Shows shape, size and texture
- Shows the indulgent layers of desserts



TREND Interactive Smart Packaging

- Thoughtful animations using AR technology complement product information and appeal
- QR codes or apps allow brands to share games or company history with consumers



TREND Packaging Graphics

- Minimalism: Simplified and uncluttered
- Tiny illustrated patterns revealing what's inside
- Authentically vintage packaging
- Solid all-over color and flat illustrations
- Story-driven packaging communicating brand narrative
- Package design based on social media influence
- Use of anatomy drawings or engineering plans



FUNCTIONAL INNOVATIONS

Paper Packaging

- Soda ring alternative (replaces plastic 6-pack rings)
- Spirits bottles
- Laundry detergent

Aluminum Bottles

- Water
- Wine
- Energy drinks
- Beer
- Cleaning products

Pouches

- Foundation makeup (replaces traditional glass bottle)
- Laundry detergent
- Hand soap refills
- Shampoo
- Condiments



AESTHETIC INNOVATIONS

Grab & Go

- Fresh fruit
- Mini charcuterie snacks
- Deli-made sandwiches
- Deli-made salads

See-Through

- Fresh salads
- Fresh fruit
- Layered ice cream
- Pasta
- Baked goods

Interactive Smart Packaging

- Carbonated beverages
- Liquor
- Cereal
- Candy

