

## Food Packaging Trends: Spotlight on Food Labeling - US - August 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The impact of food labels appears to be waning. Differentiation exists across generation groups in terms of the type of information sought from labels. Inspiring purchase can come from boosting ingredient transparency, enhancing functional packaging elements that preserve freshness, and engaging consumers with brands beyond the store."

- Beth Bloom, Food & Drink Analyst

This report looks at the following areas:

- The impact of food labels is waning
- 19% of grocery shoppers often throw out food that goes bad
- Nutrition panels influence purchase, but could be more informative

For the purposes of this report, Mintel will cover trends in food packaging, including all packaging types commonly used for shelf-stable, refrigerated, and frozen food items. In addition, food labeling and claims are discussed, particularly as they relate to themes applicable to the report.

This report builds on the analysis presented in Mintel's *Food Packaging Trends – US, July 2014* and *2013 reports*, as well as *Packaging Trends in Food and Drink – US, March 2009* and *Food and Drink Packaging Trends – US, April 2008*.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Bottom may be falling out of all-natural claims

Convenience shatters the strength of glass

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