

## Beverage Packaging Trends - US - February 2013

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*“Despite beverage companies’ dedication to innovative packaging designs, consumers continue to prioritize price and familiar brands when beverage shopping. As the U.S. rebounds from the recession, limited-edition designs have an opportunity to seize newly regained disposable income, especially among Millennials..”*

– Jennifer Zegler, Beverage Analyst

### In this report we answer the key questions:

- What aspects of beverage packaging are most important to shoppers?
- Is price still king for recession-shocked consumers?
- Who is benefiting from environmentally friendly packaging, really?
- What came first: the product or the package?
- What are the most effective on-package online prompts?

The economic downturn continues to affect consumers’ beverage shopping habits: low price and brand remain the most common concerns for shoppers. Moreover, if a shopper is checking out a product, he or she is most likely to look at its health and nutrition information. That holds true for a range of ages. Still, beverage companies remain active in introducing new packages; nearly one quarter of the nearly 4,200 new beverages introduced in 2012 cited a new package claim, according to Mintel GNPD. Common materials such as glass and plastic retain the top spots in terms of launches.

Although Mintel research suggests that packaging changes are not yet driven by consumer demand, companies should continue to be creative. Positive steps include continuing to prioritize design elements that best reflect their business practices, brand characteristics, or target demographic, such as eco-friendly packaging, portion-controlled items, and quick-response codes on labels. Although consumers might not immediately check for these items on shelves, utilizing them will present a company as proactive in its respective segments.

For the purposes of this report, Mintel will cover trends in primary beverage packaging, including all primary packaging types commonly used for shelf-stable and refrigerated drinks, both non-alcoholic and alcoholic. This includes glass, plastic, metal, flexible, and paper-based materials. In addition, attitudes and behaviors regarding beverage labeling, packaging purchases, and recycling are discussed, particularly as they relate to themes applicable to the report. While excluded from the consumer research, secondary packaging will be discussed as it relates to 2012 product launches.

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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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## Issues in the Market

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- Is price still king for recession-shocked consumers?
- Who is benefiting from environmentally friendly packaging, really?
- What came first: the product or the package?
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