

Beverage Packaging Trends - US - February 2014

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“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”
— Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Do consumers expect sustainable packaging as a standard?
- Do consumers like the idea of recycling more than they want to act on it?
- Do consumers want to see alcoholic labeling?
- Health trends are driving labeling claims - what is in store for 2014?

The beverage industry is continuing to recover from the economic downturn. As beverage launches continue, so does consumers' knowledge about their drinks.

Consumers are becoming sleuths when shopping for beverages, checking health and nutrition information now more than ever. Interest in nutritional labels and ingredient statements is rising as consumers want to know what is healthful to them and why. Top claims are mirroring current trends, such as environmentally friendly, organic, and gluten-free. Environmentally friendly packaging preferences have skyrocketed as organizations and companies spread awareness about recycling. However, clear labeling is necessary for quick decision making, and the easy act of recycling is essential to get consumers to participate. Manufacturers must provide clear product information and reformulate beverage packaging to allow consumers to make fast, knowledgeable purchases, and to make recycling easier than throwing an empty vessel into the trash.

While packaging design may fall short of ergonomic and altruistic demands, keeping up with aesthetics is important. While consumers might not be specifically looking for aesthetic qualities, packaging that highlights the heritage and history of a brand, contributes to a feeling of “patriotism,” new shapes that update a brand, or interactive packaging will all help companies appeal to consumers on a personal level.

This report builds on the analysis presented in Mintel's Beverage Packaging Trends – US, February 2013, as well as the same title from January 2012, February 2011, and February 2010. The report also complements analysis presented in 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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Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Consumer survey data
Abbreviations and terms
Abbreviations
Terms

Executive Summary

The market
Figure 1: Total beverage introductions, % change, by year, 2009-13

Market factors
Disposable income recovery encourages purchases
Figure 2: Real disposable personal income, February 2012-October 2013

Consumer interest, knowledge in healthier lifestyles increase
Figure 3: Agreement about attitudes and behaviors toward drink packaging, by age, November 2013

Stricter labeling requirements alter packaging
The consumer
Consumers are shopping economically, conscientiously for new ideas
Figure 4: Attitudes and behaviors toward drink packaging, November 2013

Non-alcoholic labeling desires affected by consumers' ages
Figure 5: Package labeling attributes influencing non-alcoholic drink purchases, by age, November 2013

Younger, older, and affluent consumers more interested in recycling
Figure 6: Agreement about attitudes and behaviors toward drink packaging, by household income, November 2013

More alcoholic labeling welcomed by consumers
Figure 7: Desired labeling attributes for alcoholic drinks, November 2013

Consumers want value, convenience in alcoholic beverage packaging
Figure 8: Package attributes influencing alcoholic drink purchases – Any use, November 2013

Hispanic respondents mimic non-alcoholic purchases of young men
Figure 9: Non-alcoholic drink purchases, by race and Hispanic origin and by gender and age, November 2013

What we think

Issues and Insights

Consumers expecting sustainable packaging as a standard
Issues
Insight
Consumers like the idea of recycling more than they want to act on it

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Issues

Insight

Do consumers want to see alcoholic labeling?

Issues

Insight

2013 trends continue into 2014, create new labeling opportunities

Issues

Insight

Trend Applications

Trend: Greenfluencers

Trend: Prove It

Mintel Futures: Access Anything, Anywhere

Market Drivers

Key points

Increasing disposable income encourages purchases, particularly in alcohol

Figure 10: Real disposable personal income, February 2007-October 2013

Demand for sustainable packaging escalates

Figure 11: Attitudes and opinions about the environment, any agree, by gender, May 2012-June 2013

Consumer interest, knowledge in healthier lifestyles increase

Stricter labeling requirements alter packaging

Category Performance – Non-alcoholic Beverage Launches

Key points

Non-alcoholic beverage introductions via Mintel GNPD

Non-alcoholic beverage introductions decrease in 2013

Figure 12: Total US non-alcoholic beverage introductions, % change, by year, 2009-13

Figure 13: Total US non-alcoholic beverage introductions (%), by category, 2009-13

Top labeling claims increase in non-alcoholic beverage categories

Figure 14: Top 10 US non-alcoholic beverage introductions (%), by claim, 2009-13

Juice goes kosher

Figure 15: Total US non-alcoholic beverage introduction with kosher claim (%), by category, 2013

As sustainability interest increases, so follows environmentally friendly packaging claims

Figure 16: Total US non-alcoholic beverage introductions with ethical – Environmentally friendly claim (%), by category, 2013

Figure 17: Total US non-alcoholic beverage introductions with gluten-free claim (%), by category, 2013

Bottles, flexible packaging top non-alcoholic beverage introductions

Bottles remain on top, flexible packaging and cartons pick up pace

Figure 18: Top 10 US non-alcoholic beverage introductions (%), by packaging type, 2009-13

Cartons, paper-based packaging on the rise

Figure 19: Total US non-alcoholic beverage introductions in cartons (%), by category, 2013

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Plastic top beverage packaging material for 2013 product introductions

Category Performance – Alcoholic Beverage Launches

Key points

Alcoholic beverage introductions via Mintel GNPD

Alcoholic beverage introductions continue upward in 2013

Figure 20: Total US alcoholic beverages, % change, by year, 2009-13

Increase in introductions seen across majority of alcoholic beverage categories in 2013

Figure 21: Total US alcoholic beverage introductions (%), by category, 2009-13

Alcoholic beverage labeling claims skyrocket in 2013

Environmentally friendly packaging tops labeling claims for alcoholic beverage introductions

Figure 22: Top US alcoholic beverage introductions (%), by claim, 2009-13

Beer offers highest number of claims for 2013 introductions

Figure 23: Total US alcoholic beverage introductions (%), by claim, 2013

Bottles remain top packaging type for alcoholic beverages

Figure 24: Top 10 US alcoholic beverage introductions (%), by packaging type, 2009-13

Beer category drives new introduction growth in 2013

Figure 25: Total US alcoholic beverages packaged in bottles (%), by category, 2013

Innovations and Innovators

Living healthy, simply, and eco-friendly translates to packaging

Origin, history labels help win back consumer trust

Packaging becomes an accessory, piece of art

On-the-go options take new forms

Packaging interaction goes beyond smartphones

Marketing Strategies

Overview of the brand landscape

Personalization and patriotism

Absolut taps city inspiration

Coca-Cola invites consumers to share a Coke with...

Team pride expands to primary packaging

Nostalgia

Figure 26: Miller Lite, Pioneer, December 2013

New shapes for classic brands

Figure 27: Budweiser, Introducing the New Budweiser Bowtie Shaped Can, May 2013

Figure 28: Miller Lite, See & Say, May 2013

Figure 29: Coca-Cola, Botella de Hielo, May 2013

Limited editions

Figure 30: Diet Coke, Music That Moves, April 2013

Consumer Section – Attributes of Non-alcoholic Beverage Labeling Claims

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Key points

Young women, households with children top purchasers of non-alcoholic beverages

Important labeling attributes for non-alcoholic beverages

Fortified beverage labeling sidelined for ingredient claims, claims of natural benefits

Consumers find allergen labels unimportant, beverage labeling fueled by want rather than necessity

Despite recent attention, GMO labeling not a top priority in non-alcoholic beverages

Some consumers still unconcerned by beverage labeling

Figure 31: Package labeling attributes influencing non-alcoholic drink purchases, November 2013

Important labeling attributes influenced by non-alcoholic beverage purchases

Functional, nutrient claims are important for sports drinks, RTD beverage purchasers

Figure 32: Package labeling attributes influencing non-alcoholic drink purchases, by non-alcoholic drink purchases, November 2013

Important non-alcoholic beverage labeling attributes influenced by age and gender

Older women aged 55+ most concerned with sugar claims

Figure 33: Package labeling attributes influencing non-alcoholic drink purchases, by gender and age, November 2013

Important non-alcoholic labeling attributes influenced by generation

Sugar labeling attributes important to fewer Millennials

Millennials influenced by current health trends, find "all natural" most important attribute

Figure 34: Package labeling attributes influencing non-alcoholic drink purchases, by generations, November 2013

Consumer Section – Attitudes and Behaviors toward Non-alcoholic Beverage Labeling Claims

Key points

Behavior and attitudes toward labeling and important non-alcoholic beverage labeling attributes

Consumers want to know what is good for them and why

Brand trust, interest in additional product uses decrease with age

Consumers may trust organizational claims over manufacturer claims

Figure 35: Package labeling attributes influencing non-alcoholic drink purchases, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Behavior and attitudes toward packaging and important non-alcoholic beverage labeling attributes

On-package recipe ideas, product ideas need to stay health oriented

Beverage packaging interest in health-oriented portion control fades

Figure 36: Package labeling attributes influencing non-alcoholic drink purchases, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Consumer Section – Attributes of Non-alcoholic Beverage Packaging

Key points

Important packaging attributes for non-alcoholic beverages

Environmentally friendly packaging attributes considered of high importance

Figure 37: Packaging material attributes influencing non-alcoholic drink purchases, November 2013

Important packaging attributes depend on non-alcoholic beverage purchases

Portability, serving sizes most relevant for bottled water, other non-alcoholic drinks

Figure 38: Packaging material attributes influencing non-alcoholic drink purchases, by non-alcoholic drink purchases, November 2013

Important non-alcoholic beverage packaging attributes influenced by age and gender

Young men and older women most concerned with environmentally friendly practices

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Men aged 18-34 desire convenience, least interested in recycling

Women aged 55+ over index for ergonomic packaging characteristics

Young men interested in on-the-go attributes

Figure 39: Packaging material attributes influencing non-alcoholic drink purchases, by gender and age, November 2013

More ergonomic packaging beneficial for older generations

Baby Boomers, Swing Generation most interested in recycling attributes

Figure 40: Packaging material attributes influencing non-alcoholic drink purchases, by generations, November 2013

Children help dictate important packaging attributes for non-alcoholic beverages

Figure 41: Packaging material attributes influencing non-alcoholic drink purchases, by presence of children in household, November 2013

Consumer Section – Attitudes and Behaviors toward Non-alcoholic Beverage Packaging

Key points

Behavior and attitudes on packaging toward non-alcoholic beverages

Water bottle brands should highlight artistic features, eco-friendly characteristics for mass appeal

Figure 42: Agreement about attitudes and behaviors toward drink packaging, by non-alcoholic drink purchases, November 2013

Behavior and attitudes toward packaging and important non-alcoholic beverage packaging attributes

Beverage packaging can feature attributes to add in recipes, new product idea creation

Consumers looking for multiple-serving beverages

Consumers like the idea of recycling more than the action

Green and brown no longer the only colors of sustainability

Figure 43: Packaging material attributes influencing non-alcoholic drink purchases, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Behavior and attitudes toward labeling and important non-alcoholic beverage packaging attributes

Respondents looking for Fair Trade significantly over index for eco-friendly, recyclable packaging importance

Partnerships with select organizations can support beverage packaging

Figure 44: Packaging material attributes influencing non-alcoholic drink purchases, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Consumer Section – Attributes of Alcoholic Beverage Labeling Claims

Key points

Young adults, households with higher disposable incomes top purchasers of alcoholic beverages

Important labeling attributes for alcoholic beverages

Figure 45: Desired packaging and labeling attributes for alcoholic drinks, November 2013

Important labeling attributes by alcoholic beverage type

A fourth of consumers desire wine labeling, but are unlikely to see it anytime soon

Beer categories unlikely to display calorie counts...yet

Hard liquor, RTD flavored alcoholic beverage companies begin labeling

Figure 46: Desired labeling attributes for alcoholic drinks, by alcoholic drink purchases, November 2013

Important labeling attributes influenced by gender and age

Figure 47: Desired labeling attributes for alcoholic drinks, by gender and age, November 2013

Desired labeling attributes for alcoholic beverages influenced by generation

Millennial views will be most impactful for the alcoholic beverage labeling

Older generations prefer no changes to alcoholic beverages

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Figure 48: Desired labeling attributes for alcoholic drinks, by generations, November 2013

Consumer Section – Attitudes and Behaviors toward Alcoholic Beverage Labeling Claims

Key points

Behavior and attitudes on labeling toward alcoholic beverage

Health-conscious consumers purchase RTD flavored alcoholic beverages

Social media still relevant, logos on alcoholic beverage packaging increasing

Figure 49: Agreement about attitudes and behaviors toward drink packaging, by alcoholic drink purchases, November 2013

Behavior and attitudes toward labeling and desired alcoholic beverage labeling

Less respondents who read nutritional, ingredient labels before purchase are interested in alcoholic labeling

Social media users significantly more likely to desire alcoholic beverage labeling

Figure 50: Desired labeling attributes for alcoholic drinks, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Behavior and attitudes toward packaging and desired alcoholic beverage labeling

On-package serving indicators may be better positioned for recipes rather than consumption control

Figure 51: Desired labeling attributes for alcoholic drinks, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Consumer Section – Attributes of Alcoholic Beverage Packaging

Key points

Important alcoholic packaging attributes influenced by gender and age

Men prefer multiple-serving packaging and packaging that can retain freshness

Women look for multiple-serving packaging, easy to pour or serve

Figure 52: Package attributes influencing alcoholic drink purchases – Any use, by gender and age, November 2013

Millennials interested in on-the-go alcoholic beverage packaging

Figure 53: Package attributes influencing alcoholic drink purchases – Any use, by generations, November 2013

Desired packaging attributes for alcoholic beverages influenced by gender and age

Young men, older women would like to see more lightweight alcoholic packaging

Figure 54: Desired packaging attributes for alcoholic drinks, by gender and age, November 2013

Millennial interest in alcoholic packaging supports pouch growth

Figure 55: Desired packaging attributes for alcoholic drinks, by generations, November 2013

Households with children seek more alcoholic beverage packaging attributes

Figure 56: Package attributes influencing alcoholic drink purchases – Any use, by presence of children in household, November 2013

Figure 57: Desired packaging attributes for alcoholic drinks, by presence of children in household, November 2013

Important packaging attributes for alcoholic beverages

Figure 58: Package attributes influencing alcoholic drink purchases, November 2013

Top wine packaging attributes include resealable, freshness retention characteristics

Figure 59: Package attributes influencing alcoholic drink purchases – Wine, by generations, November 2013

Beer and hard cider top packaging attributes include multiple servings, recyclability

Figure 60: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by gender and age, November 2013

Spirits and liqueur top packaging attributes include retaining freshness, resealable

Figure 61: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by household income, November 2013

Desired packaging attributes influenced by alcoholic beverage

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Pouch presence expanding in alcoholic beverage industry

Figure 62: Desired packaging attributes for alcoholic drinks, by alcoholic drink purchases, November 2013

Consumer Section – Attitudes and Behaviors toward Alcoholic Beverage Packaging

Key points

Behavior and attitudes on packaging toward alcoholic beverages

On-package recipes could encourage purchases from new consumers

Spirit and liqueur, RTD flavored alcoholic purchasers are economical shoppers searching for something special

Figure 63: Agreement about attitudes and behaviors toward drink packaging, by alcoholic drink purchases, November 2013

Behavior and attitudes toward packaging and desired alcoholic beverage packaging attributes

Consumers are not willing to pay more for extra alcoholic beverage packaging attributes

Benefits of current alcoholic beverage packaging may be overlooked

Figure 64: Desired labeling attributes for alcoholic drinks, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Millennial behaviors, attitudes shape alcoholic beverage packaging attributes

Figure 65: Desired labeling attributes for alcoholic drinks, by agreement toward attitudes and behaviors toward drink packaging, October 2013

Race and Hispanic Origin

Key points

Beverage purchases, influencers differ between races

Racial influences on non-alcoholic beverages

Racial and ethnic influences on alcoholic beverages

Attitudes and behaviors toward beverage packaging

Despite incentives, Hispanics unlikely to pay more for a beverage with extra attributes

Figure 66: Agreement about attitudes and behaviors toward drink packaging, by race and Hispanic origin, November 2013

Social media on packaging increases multicultural, Millennial interactions after point of purchase

Figure 67: Agreement about attitudes and behaviors toward drink packaging, by race and Hispanic origin, November 2013

Non-alcoholic packaging attributes

Black respondents likely share non-alcoholic beverages in household

Figure 68: Packaging material attributes influencing non-alcoholic drink purchases, by race and Hispanic origin, November 2013

Alcoholic labeling attributes

Hispanics mimic Millennials' desires for alcoholic beverage labeling

Figure 69: Desired labeling attributes for alcoholic drinks, by race and Hispanic origin, November 2013

Correspondence Analysis

Methodology

Consumers prefer longevity for wine, spirits and convenience for RTD flavored drinks

Spirits, liqueurs, and wine

Beer and/or hard cider

RTD premade flavored alcoholic beverages

Figure 70: Correspondence analysis, February 2014

Figure 71: Packaging attributes influencing alcoholic drink purchases, February 2014

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Appendix – Market Drivers

Health and lifestyle

Figure 72: American adults, by weight category as determined by body mass index (BMI), 2008-Oct. 28, 2013

Childhood and teen obesity – Highest in decades

Figure 73: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Consumer confidence

Figure 74: University of Michigan's index of consumer sentiment (ICS), 2007-13

Unemployment

Figure 75: US unemployment rate, by month, 2002-13

Figure 76: US unemployment and underemployment rates, 2007-13

Figure 77: Number of employed civilians in US, 2007-13

Retail channels

Figure 78: Distribution of expenditures on food for off-premise consumption, by channel, 2008-12

Racial, ethnic population growth

Figure 79: US population, by race and Hispanic origin, 2009, 2014, and 2019

Figure 80: Households with children, by race and Hispanic origin of householder, 2013

Shifting US demographics

Figure 81: US population, by age, 2009-19

Figure 82: US households, by presence of own children, 2003-13

Appendix – Other Useful Consumer Tables

Non-alcoholic and alcoholic drink purchases

Figure 83: Non-alcoholic and alcoholic drink purchases, November 2013

Figure 84: Non-alcoholic drink purchases, by gender, November 2013

Figure 85: Non-alcoholic drink purchases, by age, November 2013

Figure 86: Non-alcoholic drink purchases, by gender and age, November 2013

Figure 87: Non-alcoholic drink purchases, by household income, November 2013

Figure 88: Non-alcoholic drink purchases, by presence of children in household, November 2013

Figure 89: Non-alcoholic drink purchases, by generations, November 2013

Figure 90: Alcoholic drink purchases, by gender, November 2013

Figure 91: Alcoholic drink purchases, by age, November 2013

Figure 92: Alcoholic drink purchases, by gender and age, November 2013

Figure 93: Alcoholic drink purchases, by household income, November 2013

Figure 94: Alcoholic drink purchases, by presence of children in household, November 2013

Figure 95: Alcoholic drink purchases, by generations, November 2013

Figure 96: Non-alcoholic drink purchases, by race and Hispanic origin, November 2013

Figure 97: Alcoholic drink purchases, by race and Hispanic origin, November 2013

Package labeling attributes influencing non-alcoholic drink purchases

Figure 98: Package labeling attributes influencing non-alcoholic drink purchases, by gender, November 2013

Figure 99: Package labeling attributes influencing non-alcoholic drink purchases, by age, November 2013

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Figure 100: Package labeling attributes influencing non-alcoholic drink purchases, by household income, November 2013

Figure 101: Package labeling attributes influencing non-alcoholic drink purchases, by race and Hispanic origin, November 2013

Packaging material attributes influencing non-alcoholic drink purchases

Figure 102: Packaging material attributes influencing non-alcoholic drink purchases, by gender, November 2013

Figure 103: Packaging material attributes influencing non-alcoholic drink purchases, by age, November 2013

Figure 104: Packaging material attributes influencing non-alcoholic drink purchases, by household income, November 2013

Desired packaging and labeling attributes for alcoholic drinks

Figure 105: Desired packaging and labeling attributes for alcoholic drinks, November 2013

Figure 106: Desired labeling attributes for alcoholic drinks, by gender, November 2013

Figure 107: Desired labeling attributes for alcoholic drinks, by age, November 2013

Figure 108: Desired labeling attributes for alcoholic drinks, by household income, November 2013

Figure 109: Desired labeling attributes for alcoholic drinks, by presence of children in household, November 2013

Figure 110: Package attributes influencing alcoholic drink purchases – Any use, by race and Hispanic origin, November 2013

Figure 111: Desired packaging attributes for alcoholic drinks, by race and Hispanic origin, November 2013

Packaging attributes influencing alcoholic drink purchases

Figure 112: Package attributes influencing alcoholic drink purchases – Any use, by gender, November 2013

Figure 113: Package attributes influencing alcoholic drink purchases – Any use, by age, November 2013

Figure 114: Package attributes influencing alcoholic drink purchases – Any use, by household income, November 2013

Figure 115: Package attributes influencing alcoholic drink purchases – Wine, by gender, November 2013

Figure 116: Package attributes influencing alcoholic drink purchases – Wine, by age, November 2013

Figure 117: Package attributes influencing alcoholic drink purchases – Wine, by household income, November 2013

Figure 118: Package attributes influencing alcoholic drink purchases – Wine, by presence of children in household, November 2013

Figure 119: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by gender, November 2013

Figure 120: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by age, November 2013

Figure 121: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by household income, November 2013

Figure 122: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by presence of children in household, November 2013

Figure 123: Package attributes influencing alcoholic drink purchases – Beer and/or hard cider, by generations, November 2013

Figure 124: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by gender, November 2013

Figure 125: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by age, November 2013

Figure 126: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by household income, November 2013

Figure 127: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by generations, November 2013

Figure 128: Package attributes influencing alcoholic drink purchases – Spirits and liqueurs, by presence of children in household, November 2013

Figure 129: Package attributes influencing alcoholic drink purchases – Ready-to-drink premade flavored alcoholic beverages, by gender, November 2013

Figure 130: Package attributes influencing alcoholic drink purchases – Ready-to-drink premade flavored alcoholic beverages, by household income, November 2013

Figure 131: Package attributes influencing alcoholic drink purchases – Ready-to-drink premade flavored alcoholic beverages, by presence of children in household, November 2013

Figure 132: Package attributes influencing alcoholic drink purchases – Any use, by race and Hispanic origin, November 2013

Figure 133: Desired packaging attributes for alcoholic drinks, by gender, November 2013

Figure 134: Desired packaging attributes for alcoholic drinks, by age, November 2013

Figure 135: Desired packaging attributes for alcoholic drinks, by household income, November 2013

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Attitudes and behaviors toward drink packaging

Figure 136: Attitudes and behaviors toward drink packaging, November 2013

Figure 137: Agreement about attitudes and behaviors toward drink packaging, by gender, November 2013

Figure 138: Agreement about attitudes and behaviors toward drink packaging, by age, November 2013

Figure 139: Agreement about attitudes and behaviors toward drink packaging, by gender and age, November 2013

Figure 140: Agreement about attitudes and behaviors toward drink packaging, by household income, November 2013

Figure 141: Agreement about attitudes and behaviors toward drink packaging, by Hispanic origin, November 2013

Figure 142: Agreement about attitudes and behaviors toward drink packaging, by presence of children in household, November 2013

Figure 143: Agreement about attitudes and behaviors toward drink packaging, by generations, November 2013

Attitudes and opinion about the environment, Spring 2013

Figure 144: Attitudes and opinion about the environment, any agree, by gender, May 2012-June 2013

Figure 145: Attitudes and opinion about the environment, any agree, by age, May 2012-June 2013

Figure 146: Attitudes and opinion about the environment, any agree, by race/Hispanic origin, May 2012-June 2013

Figure 147: Attitudes and opinion about the environment, any agree, by household income, May 2012-June 2013

Figure 148: Attitudes and opinion about the environment, any agree, by presence of children in household, May 2012-June 2013

Figure 149: Attitudes and opinion about the environment, any agree, by gender and age, May 2012-June 2013

Appendix – Trade Associations

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