

Food Packaging Trends - US - June 2017

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"An increasing percentage of product launches are based primarily on new packaging as packaging continues to become more important in the food marketing mix. Not only does packaging play a central role in communicating key benefits and features, it can also help to shape a consumer's experience with the product, and play a role in the prevention of food waste."

- **John Owen, Senior Analyst – Food and Drink**

This report looks at the following areas:

- **Protecting taste and freshness a top priority for food packaging**
- **Expiration dates highest on long list of priorities**
- **Glass jars and metal cans seen as old-fashioned**

This Report builds on the analysis presented in Mintel's Food Packaging Trends – US, June 2016, Food Packaging Trends: Spotlight on Food Labeling – US, August 2015, Food Packaging Trends – US, July 2014, Packaging Trends in Food and Drink - US - March 2009, and Food and Drink Packaging Trends – US, April 2008.

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.

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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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