

Food Packaging Trends - US - July 2013

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“Consumers are looking to get more and more out of their food packaging. Food companies will need to find innovative ways to cater to demand for convenient, transparent and environmentally responsible packaging while providing consumers with the utmost value.”
– Sarah Day Levesque, Food Analyst

In this report we answer the key questions:

- How can packaging provide consumers with added value?
- How can brands use packaging to better communicate with consumers?
- To what degree can food companies cater to green packaging trends?

The food packaging industry has shown great resilience in the face of a recession and slow economic recovery. After a decline in new packaging for food products in 2009, innovation continued to grow and surpass prerecession levels. Food brands are using food packaging innovation to address a variety of consumer demands, including freshness retention, convenience, portability, nutritional information, and above all, value.

Among the topics covered in this report are:

- What is driving food packaging innovation?
- Current and historical usage of different materials and types of packaging.
- How are food companies using packaging in their marketing strategies and tactics?
- What are the latest innovations in food packaging?
- What factors influence consumer behavior toward food packaging and what matters most to consumers?

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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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