

Food Packaging Trends - US - June 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"An increasing percentage of product launches are based primarily on new packing as packaging continues to become more important in the food marketing mix. Food packaging can do more than just help the product convey benefits and product information."

- John Owen, Senior Food & Drink Analyst

This report looks at the following areas:

- Growing interest in snacking creates opportunity for portable packaging
- Just four in 10 recycle most food packaging

This Report builds on the analysis presented in Mintel's *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.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Food Packaging Trends - US - June 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Growing interest in snacking creates opportunity for portable packaging

Figure 1: Food product introductions, by category, 2010-16

Just four in 10 recycle most food packaging

Figure 2: Packaging related behaviors, sustainability, by age, April 2016

Top priority for packaging is keeping food fresh longer

Figure 3: Food packaging features, April 2016

The opportunities

For younger adults packaging can facilitate on-the-go snacking

Figure 4: Food packaging features, by age, April 2016

Opportunity to enhance reusability

Figure 5: Packaging related behaviors, sustainability, by age, April 2016

Reduction of food waste represents new sustainability platform for packaging

Figure 6: Attitudes toward food packaging, sustainability, and functionality, April 2016

What it means

The Market – What You Need to Know

Growing interest in snacking creates opportunity for portable packaging

New packaging gains ground as reason for new product launches

Flexible pouches continue to gain popularity

Market Perspective

Growing interest in snacking creates opportunity for portable packaging

Figure 7: Food product introductions, by category, 2010-16

New packaging gains ground as reason for new product launches

Figure 8: Food product introductions, by launch type, 2010-16

Plastic an increasingly dominant packaging material

Figure 9: Food product introductions, by packaging material, 2010-16

Flexible pouches continue to gain popularity

Figure 10: Food product introductions, by packaging type, 2010-16

Key Players – What You Need to Know

Snacking and portability drive new product innovation

Packaged to reduce food waste

What's Working?

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Food Packaging Trends - US - June 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Snacking, single-serve, and portability

Prepared meals

Grains and rice

Pickles and olives

Vegetables

Salad dressing

Transparent packaging builds trust

What's Struggling?

Packaging innovation could help to energize private label

What's Next?

Packaged to reduce food waste

The Consumer – What You Need to Know

Conveying taste an essential role for food packaging

“Old-fashioned” glass gets high marks for sustainability, freshness

Pouches seen as modern, portable

Top priority for packaging is keeping food fresh, longer

For younger adults packaging can facilitate on-the-go snacking

Just four in 10 recycle most food packaging

Opportunity to enhance reusability

Reduction of food waste represents new sustainability platform

Packaging design remains fundamental

Food Shopping Priorities

Conveying taste an essential role for food packaging

Figure 11: Priorities for food shopping, April 2016

Taste a priority across age groups

Figure 12: Priorities for food shopping, ranked 1 or 2, by age, April 2016

Packaging Associations by Type (Correspondence Analysis)

“Old-fashioned” glass gets high marks for sustainability, freshness

Pouches seen as modern, portable

No package type by itself seen as premium

Methodology

Figure 13: Correspondence analysis – Packaging associations by type, April 2016

Figure 14: Packaging associations by type, April 2016

Interest in Food Packaging Features

Top priority for packaging is keeping food fresh, longer

Other functional factors draw interest as well

Figure 15: Food packaging features, April 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Food Packaging Trends - US - June 2016

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

In their words: Resealability

Older adults especially attuned to food storage and preservation

For younger adults packaging can facilitate on-the-go snacking

Figure 16: Food packaging features, by age, April 2016

Label Communication Priorities

Younger food shoppers attuned to wider array of information

Figure 17: Label communication priorities, by age, April 2016

Packaging-related Behaviors

Just four in 10 recycle most food packaging

Opportunity to enhance reusability

In their words: Reusability

Composting food packaging not common or widely understood

Figure 18: Packaging related behaviors, sustainability, by age, April 2016

Code scanning

Figure 19: Packaging related behaviors, size, and code scanning, by age, April 2016

Attitudes toward Food Packaging

Reduction of food waste represents new sustainability platform

Figure 20: Attitudes toward food packaging, sustainability, and functionality, April 2016

Packaging design remains fundamental

Unique variations

Seeing is believing

Figure 21: Attitudes toward food packaging, quality, and design, April 2016

Appendix: Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com