

Food Packaging Trends - US - June 2019

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"Packaging innovation continues to drive product launch activity. Between May 2018-April 2019, a third of food launches carried new packaging claims. While consumers don't necessarily recognize the impact packaging plays on product choice, the important factors they seek when shopping, such as freshness and convenience, are strongly impacted by packaging design."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- The importance of packaging is clear, just not to consumers
- Changes in shopping and eating habits usher in packaging updates
- Plastic leads food launches, concerns

Despite the fact that consumers recognize the importance of environmental responsibility, few prioritize sustainability in their food choice. Shoppers are more likely to view sustainability as the responsibility of food/drink brands and packaging manufacturers, and see cost as a barrier keeping them from more environmental efforts.

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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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Abbreviations

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