

Beverage Packaging Trends: Incl Impact of COVID-19 - US - June 2020

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"The US non-alcoholic beverage market remains crowded, with steady waves of new products vying for consumer attention in all channels. Product packaging plays a leading role in this battle, yet one that most consumers do not recognize as an important part of their choice."

- Eric Wenner, Associate Director

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the non-alcoholic beverage industry
- The issues to keep in mind in the event of a longer-term recession.
- Important packaging features, information and claims in beverage choice
- Packaging perceptions by packaging type
- Packaging features that will inspire new beverage trial

Consumers expect packaging to reliably deliver the drinks they choose, but few report that particular elements of design are important to their choice. Instead, occasion, product choice and purchase location are all entwined in packaging choice. COVID-19 has not only altered what beverages consumers purchase and the packaging format that best suits their routine, but it will also temporarily press pause on some of the environmental issues that have challenged brands, such as sustainability, single-use plastics and recycled materials.

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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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