

Food Packaging Trends: Inc Impact of COVID-19 - UK - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and demand for food packaging.
- Industry strategies on food packaging and launch activity trends.
- Packaging attributes of most importance to consumers.
- Information checked most on food packaging when shopping.
- Consumer behaviours and attitudes relating to food packaging.

The COVID-19 outbreak saw the UK government impose a nation-wide lockdown that began on 23 March. People following the UK government's edict to stay at home and the closure of foodservice venues have caused a sharp shift in where people eat, with most people now consuming all their meals and snacks at home. This has fed through to increased demand for packaging for that food.

The spotlight on plastic packaging waste has put packaging firmly on consumers' and the government's agenda. With multiple factors contributing to the overall environmental footprint of packaging, consumers are failing in many areas to grasp the complexities of the issue, focusing instead on the most visible and tangible aspects of packaging, such as recyclability and packaging waste ending up in the environment.



"The COVID-19 outbreak has sharply increased the amount of food people eat at home, feeding through to increased demand for packaging for this. The big focus in food packaging in recent years has been on plastic reduction, and the industry has made major progress towards the targets set out by the UK Plastics Pact."

– Richard Caines, Senior Food & Drink Analyst –
30th April 2020

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- Half of launches feature environmentally-friendly packaging claims
- Plastic still the dominant packaging material
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- Re-sealable is a major element of convenient packaging
- Brands partner with Terracycle for hard-to-recycle packaging

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- Use-by or best-before dates the most checked information
- Huge stated preference for loose fresh fruit/vegetables
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