

# Evolution in Food and Drink Packaging - Ireland - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on the Irish food and drink packaging market.
- How the sustainability and plastic replacement agenda is driving innovation across the food and drink packaging sector.
- The impact of refill stations and stores on consumer attitudes towards packaging.
- The impact that the cost-of-living crisis will have on the types of packaging and products consumers buy.

As consumers continue to recover from COVID-19 and its impact on their lifestyles, consumer sentiment towards packaging has shifted, with consumers continuing to put an emphasis on food safety, but also with renewed concerns relating to the environment.

Being compostable is an increasingly important factor for packaging in the eyes of consumers, with convenience of disposing of compostable packaging highlighting that consumers are still driven by time-saving features.



"The pandemic saw consumers re-evaluate their usage of packaging and attitudes towards it; prioritising health and safety over considerations such as sustainability. However, in 2022, consumers are again putting packaging waste front of mind, and evolving their usage of packaging in step with this."

**- Brian O'Connor, Senior Consumer Analyst**

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