

Beverage Packaging Trends - US - 2022

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This report looks at the following areas:

- Packaging supply chain challenges
- Packaging opportunities following rising inflation
- Consumer interest in and perception of sustainable packaging
- Consumers' sustainable behaviors

Beverage brands are reeling as the price of all packaging materials keeps rising following persistent supply chain disruption. Higher packaging prices are just one of many production challenges facing brands, resulting in increased prices for consumers. Consumers are feeling the effects of inflation on their pocketbooks and adopting more value-focused shopping behaviors, such as purchasing more foods and beverage products in bulk; 39% of consumers consider buying products in bulk a good value when purchasing foods/drinks.

Brands face a key opportunity to deliver value through packaging. Promote multiserve/multiunit packaging sizes as the superior value option and develop smaller, inexpensive packaging sizes for price-sensitive consumers. Brands can think beyond dollar signs when communicating value to consumers through packaging. Packaging can provide consumers the value of convenience, and premium packaging appeals to consumers looking for personal luxuries during periods of economic anxiety.

Brands must balance the immediate interest in value with consumers' long-term interest in sustainable packaging. Consumers believe that sustainable packaging can help fight the threat of climate change, and consumers increasingly expect brands to make environmentally friendly packaging choices and invest in sustainable initiatives. 28% of consumers learn about food/drink sustainability topics from brands, indicating an opportunity for brands to educate consumers in how they can reduce their personal carbon footprints.



“Economic anxieties have risen following record inflation, increasing consumer demand for packaging sizes that provide the best value. While value is a top-of-mind concern, brands must also respond to consumers' interest in sustainability.”

- Caleb Bryant, Associate Director of Food and Drink Reports

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