

Beverage Packaging Trends - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Impact of price versus sustainability in food/drink product choice.
- Important beverage packaging attributes.
- Sustainability attitudes and behaviors.
- Appeal of food/drink sustainability claims.
- Use of single-serve plastic.
- Packaging attitudes.

Price continues to overshadow sustainability in food/drink choice while also pulling further ahead because of inflation. Two thirds of shoppers are guided by price in 2023, up from 63% in 2022, compared to 34% who choose food/drink based on environmental responsibility. 63% of shoppers say inflation has made it harder to justify purchasing environmentally friendly beverages.

However, the prioritization of price does not mean shoppers are ignoring sustainability. Recyclability is the leading attribute of interest in beverage packaging, and three quarters of price-focused shoppers engage in some sort of environmentally responsible food/drink product behavior in 2023. Beyond their own personal efforts, consumers overwhelmingly lay the responsibility of sustainability in the lap of manufacturers. As environmental consciousness grows, even value shoppers will look for accessible ways to do their part to mitigate impact, making it vital for value brands to show how they're doing theirs.

Brands are increasingly leaning on packaging to meet shopper needs. Rising prices are not only hitting consumers but are impacting business decisions of manufacturers. The leading beverage launch type in 2023 is new packaging, usurping the top spot from new product varieties/range extensions. Two of the top three leading product claims are packaging related: environmentally friendly packaging and recycling. What's more, growing claims activity across the board (including nutritional and functional claims) makes packaging a strong line of communication for proving value.



“Economic uncertainty is a prime time for packaging to shine. Beverage packaging provides a platform for brands to communicate product benefits and introduce excitement to the shopping experience. As consumers balance their desires for sustainability, they'll look for brands to assure them they're making smart choices.”

- Mimi Bonnett, Senior Director – US Food and Drink

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Forever chemicals and carbon footprint are trending areas of focus among shoppers and present opportunity for brands to stand apart with clear communication related to safety and impact.

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