

Food Packaging Trends - US - 2023

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This report looks at the following areas:

- Price vs sustainability
- Attitudes about and experiences with packaging
- Important qualities in food packaging
- Perceptions and associations of packaging materials
- Attitudes about packaging and brand

Most food shoppers share relatively lukewarm opinions about their ideal packaging and at the end of the day, features that fundamentally effect the bottom line, like food freshness and reseal ability, rise to the top suggesting that brand need to consider the user experience first and foremost.

Despite buzziness, sustainability is currently a "nice to have", although gaining importance through younger consumers. Most consumers are not currently willing to pay more for sustainable options, but this trend is likely to turn towards environmentally friendliness with each new generation.

Scepticism coupled with complicated rules, regulations and practices may be another prevalent barrier to consumer allegiance to sustainability calling for brands to help simplify things. Consumers are still conflicted about environmental responsibility, yet more likely to put the onus on brands than themselves suggesting that they want experts to step in and up.

While packaging first and foremost needs to protect the integrity of its contents, it can also be a streamlined portal of information that aligns with new paths to discovery leading young foodies to additional resources of information (eg QR codes, social media, and even subscription purchase platforms) that can supplement basic messaging.



"Consumers are mostly in sync with each other when it comes to packaging perceptions and priorities. Most don't want to compromise on the effectiveness of packaging, or pay more for "better" options. Sustainability becomes negotiable, and a useful tool in product differentiation, especially if costs are kept down."

– Michele Scott, Associate Director

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