

Beverage Packaging Trends - US - June 2016

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"The non-alcoholic drink market has grown moderately from 2010-15. As consumers look for healthy and functional beverages that fit their lifestyles, categories with traditionally high market penetration are losing share to smaller, trending beverages that focus on nutritional benefits and added function."

- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- Top categories struggle to grab consumer attention
- Rise in claims challenges labeling
- The majority of consumers pay attention to packaging elements

Innovation across the board features natural and high-quality ingredients and premiumization. The role of packaging is clear, with the majority of consumers paying attention to package format and design, and purchase drivers either directly related to (or being communicated through) packaging.

For the purposes of this Report, Mintel will cover trends in beverage package labeling and design in the shelf-stable and refrigerated non-alcoholic US beverage industry. The Report includes insight into consumer priorities regarding package characteristics, labeling, functionality, and design when shopping in specific beverage categories. In addition, attitudes and behaviors regarding packaging materials and recycling are discussed, particularly as they relate to themes applicable to the Report.

While the Report focuses on non-alcoholic beverages, some innovation examples feature alcoholic beverages, as well as products in categories outside of beverage.

Value figures throughout this Report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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