



# Food Packaging Trends

A look at the trends influencing food packaging design and innovation.

**berlin**<sup>®</sup>  
PACKAGING





# Introduction

As the world's largest Hybrid Packaging Supplier®, Berlin Packaging tracks consumer insights, product trends, and packaging innovation to understand what is happening in the market so we can best help our customers succeed. Lingering effects of the pandemic, global economic factors, and shifting consumer preferences are impacting the packaged foods category.

People are concerned about rising costs and inflation as well as the environment. They have busy lifestyles and use technology to stay connected and simplify their lives. Product innovation and packaging solutions that leverage the latest trends can help brands win in the crowded and evolving packaged foods market.

*\*The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.*



# Price Sensitivity

Consumers are feeling the effects of inflation, supply chain disruption, and increasing food prices. Inflation is expected to last for several years due to high production costs, rising consumer demands, and growing interest in sustainability and ethically sourced goods.

As grocery bills continue to increase, people are becoming more discerning about their spending. They are trading down, buying in bulk, and prioritizing the essentials to save money. In food categories, high prices need to be justified by high quality. Products and packaging with added functional benefits, convenience features, and value sizes can appeal to consumers in this increasingly challenging environment.

**The greatest indicators of value for money in packaged food are low prices, high quality, and multifunctional properties.**

## Packaging Opportunities

- Bulk sizes
- Smaller sizes
- Premium design
- Added functional benefits







# Sustainability

Today's consumers are more environmentally conscious than ever and particularly aware of packaging's environmental impact. They are willing to change their behaviors to be more environmentally friendly, prioritizing sustainable packaging when making purchase decisions.

Consumers expect companies to do their part to make a difference, and businesses have realized that sustainability and profitability go together, with eco-friendly initiatives attracting new consumers and driving brand loyalty. Packaged food brands are introducing recycled materials, fully recyclable solutions, and on-pack sustainability messaging to attract consumers.

**The vast majority of consumers say that sustainable packaging attributes are important to them (GlobalData):**

**78%**

Easy to recycle

**68%**

Sustainable/made from renewable resources

**65%**

Refillable & Reusable

**64%**

Plastic-free packaging

## Packaging Opportunities

- PCR Plastic
- Bioplastic
- Refill/Reuse
- How2Recycle labeling

Studio One Eleven® custom-designed bottle made with plant-based plastic





# Digitalization

Consumers' online activities increased significantly during COVID-19, and they integrated multiple digital tools into their lives and buying behaviors. This includes shopping online, virtually visiting with friends and family, researching companies, brands, and products, visiting social media sites, and more.

The influence of digitalization is unlikely to slow down in the post-pandemic era as consumers continue to be "on and connected" at home, at work, and on the go. The use of digital technology in packaging, innovation, messaging, and more will be an essential business strategy over the next several years.

**42% of global consumers say how "digitally advanced/smart" a product is influences their purchase decision.**

## Packaging Opportunities

- QR codes / smart packaging
- E-commerce ready
- Impactful brand design
- Unboxing experience







# Convenience

Consumers want products and services that save them time and effort. This includes e-commerce, quick-commerce, DTC subscriptions, curbside pickup, and more.

When it comes to packaging, this can include inverted bottles that make it easy to dispense product, ergonomic shapes and closures that allow for one-hand pouring, individual sizes and pre-portioned servings that offer improved portion control, resealable on-the-go formats, seals and closures that enhance freshness and shelf-life, and other design features. These types of convenience benefits can create a point of difference and add measurable value.

**63% of North Americans say convenience is their main reason for grocery shopping online.**

## Packaging Opportunities

- Portability
- Individual / portion control sizes
- Ergonomic shapes
- Extended freshness / shelf life

Custom designed bottle with serving cup lid



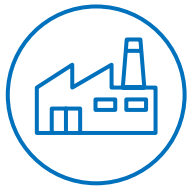


# We Believe Anything Is Possible®

With over 100 years in the packaging industry, more than 2,000 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

## Our Business Model

Berlin Packaging is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest **Hybrid Packaging Supplier®**.



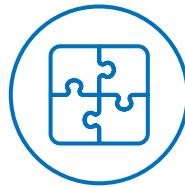
Best Elements of  
a Manufacturer

+



Distribution  
& Logistics

+



Value-Added  
Specialty Services

## Specialty Service Divisions

We offer value-added services specialized to best address all your packaging needs.

- Branding Strategy & Design
- Quality Advocacy
- Global Capabilities
- Warehousing & Logistics
- Financing & Consulting
- Sustainability Solutions

