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# Nutraceutical Packaging Trends

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

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# Introduction

The first half of the decade has seen the consumer health industry impacted by significant disruptions, including COVID-19 (and its aftermath), supply chain challenges, and inflationary pressures.

However, the industry's future growth will no longer be influenced by the shadow of the pandemic. Consumer interest in holistic health and self-care, multi-functional products, prevention vs. treatment, women's health issues, and natural solutions will drive product development and category innovation.

*\*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.*



# Self-Care

Consumers are taking a more holistic approach to their health – focusing on physical, mental, and emotional well-being – with a focus on self-care. Economic uncertainty and global unrest have led to elevated stress levels, and people want solutions that address concerns around stress, anxiety, worry, and sleeplessness. There is a blurring of category lines and the development of hybrid products that combine physical, nutritional, cognitive, and emotional benefits and wellness experiences. And the concept of beauty from within is resulting in the overlapping of personal care with consumer health.

When it comes to packaging, simple brand design can feel calm and promote a sense of tranquility. Minimalism and sustainability align with a holistic approach to wellness. According to Mintel, 68% of consumers agree that doing things that help the environment makes them feel happy. Berlin Packaging's customer-focused sustainability team combines deep subject matter expertise with practical commercial experience to build circular strategies that strengthen brands and grow their bottom line.

Half of global consumers are extremely or quite concerned about their mental well-being, and this number is even higher among Gens Z and Y. (GlobalData)







# Multi-Functionality

Multi-functionality appeals to price-conscious consumers looking to pare back on their spending and get more out of the products they buy. They want solutions that are efficacious and efficient, providing benefits across a variety of health needs. The increased focus on holistic wellness is driving demand for multi-functional products that address various concerns, including mental health, cognitive health, digestive health, immune health, sleep support, beauty care, and more.

Berlin Packaging's Studio One Eleven design and innovation division created a custom solution for Mylanta One, an innovative, multi-functional antacid/anti-gas product that combines three powerful ingredients in just one tablet for fast, effective relief. Our industrial designers, engineers, and sustainability experts worked together to create a custom plastic bottle using 90% post-consumer recycled plastic with a modified closure system to help reduce landfill waste and minimize the brand's environmental impact.



“Multi-functionality is a response to consumer feedback about pill fatigue, efficacy, and pricing.”  
(Euromonitor)

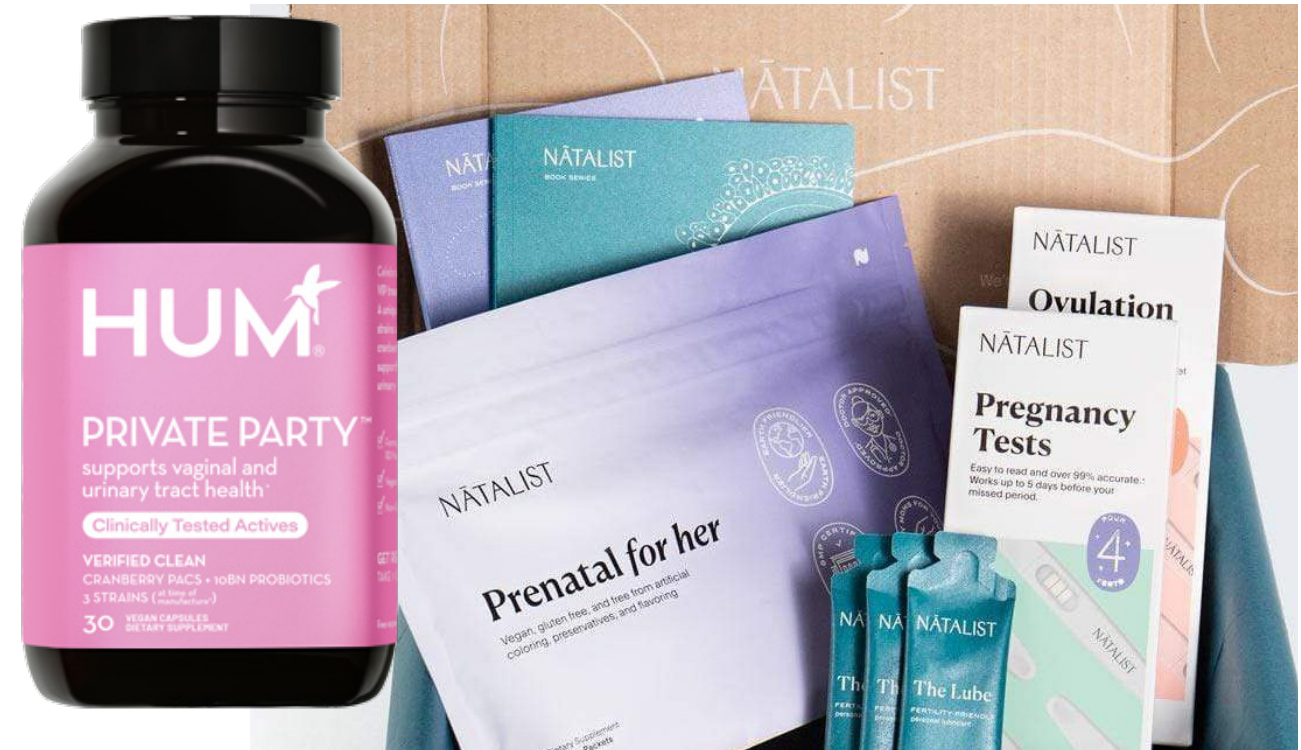


# Women's Health

Today's consumers are interested in personalized products and tailored healthcare solutions. This trend toward customization – along with growing concern for women's equality and inclusivity - is driving interest in healthcare solutions that target the various phases of a woman's life, from puberty to pregnancy to menopause.

Euromonitor listed women's health as one of the top trends influencing the consumer health industry, noting, "Women's health is an area upon which the industry can refocus, with opportunities in this space across OTC drugs, vitamins and dietary supplements, sports nutrition and weight management." There is a growing demand for products positioned around menstruation, reproductive health, sexual health, the various stages of menopause, and healthy aging.

Women's health supplements grew 14% in North America in 2023. (Euromonitor)







# Natural

As consumers become more aware of the effects of chemicals on their health, they are demanding natural and organic products. According to Euromonitor, growth in “herbal/traditional” products is set to outperform standard OTC offerings in the coming years. This is driven by demand for homeopathic remedies and plant-based alternatives that achieve similar results to their more clinical counterparts. In addition to “natural” products, consumers also want “free from” claims, like no artificial flavors, colors, or preservatives. The trend is impacting several categories, including vitamins and dietary supplements, cough, cold and allergy remedies, weight management, and sports nutrition.

Structural and brand design can be effective tools to communicate that a product is safe and natural. Clean labeling and on-pack claims that quickly communicate a product’s ingredient information and natural attributes can differentiate from the competition and drive consumer trial. Studio One Eleven created a custom structure for Zarbees that resembles a beehive to reinforce the brand’s natural positioning.



80% of global consumers cite “natural” as essential or nice to have when making a purchase. (GlobalData)



# 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.

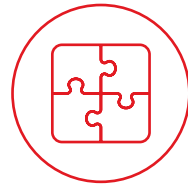
## Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier®.



**Manufacturing  
Services**

+



**Value-Added  
Specialty Services**

+



**Distribution  
Services**

## Value-Added Specialty Services

Our compelling suite of solutions addresses your needs and unlocks profit.

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- Quality Service Management
- Global Sourcing & Services
- Inventory Management Services
- Sustainable Packaging Solutions
- Berlin Financial Services

