

# The Five Cs of Packaging for 2024

A Look Ahead at Next Year's Top Packaging Trends.

**berlin**<sup>®</sup>  
PACKAGING



# Expectations for 2024

As the world's largest Hybrid Packaging Supplier®, Berlin Packaging has leading insights and world-class expertise in the global packaging market. Here are the major industry trends we're tracking for 2024.

## 1. Connected

Digitally smart packaging for tech-savvy consumers.

## 2. Conscious

Socially and environmentally responsible packaging.

## 3. Compliant

Solutions that meet evolving legislative requirements.

## 4. Cost-Effective

Packaging that appeals to budget-conscious consumers.

## 5. Customized

Personalized and inclusive packaging that adds value.

\*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.





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## Connected

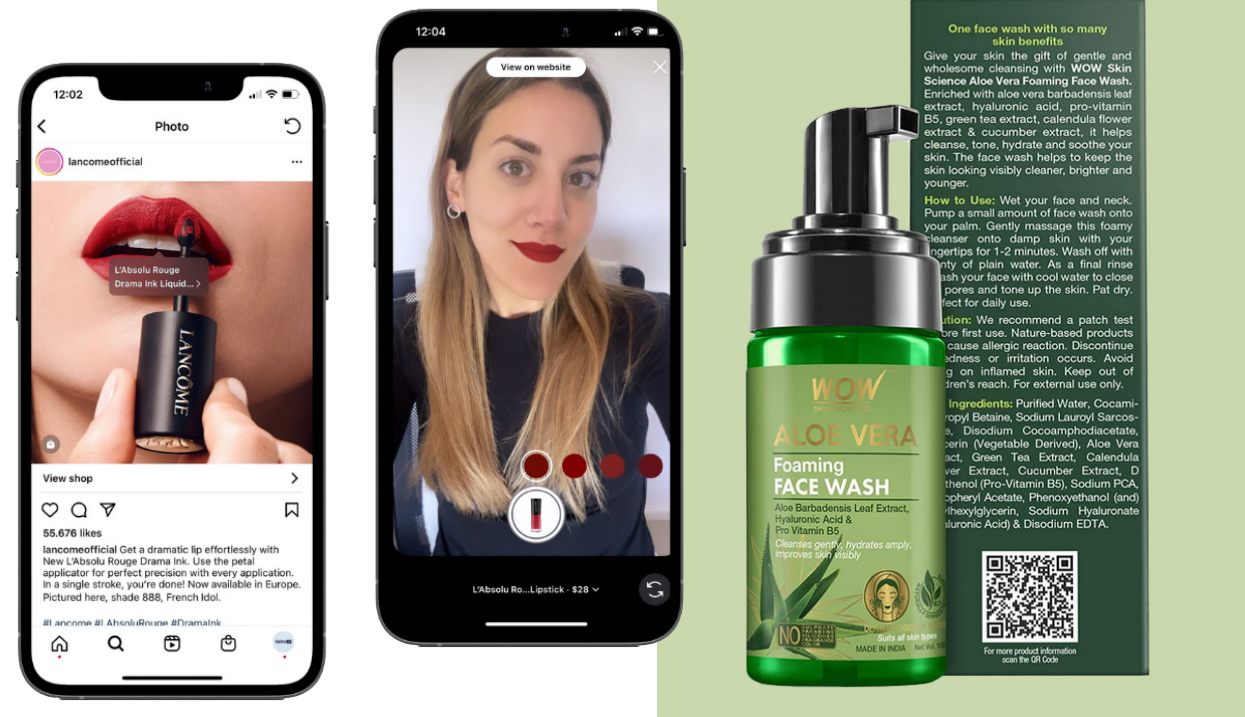
Digitally smart packaging for tech-savvy consumers.

Learn more about this trend in our article:  
[Package Design for the Digital Age](#)

# Connected

Technology is playing an increasingly significant role in our everyday lives, with today's consumers always "on" and connected. People are spending more time online, and consumers are using their phones to purchase products and learn more about the brands they buy. **According to GlobalData, more than half of global consumers (55%) are actively looking for smartphone connectivity when making purchases, and 42% are always or often influenced by how digitally advanced a product or service is.** This is especially true among younger consumers - one in four Gen Z and Millennials say that interactive packaging is a key purchase driver.

With information at their fingertips, consumers scrutinize products and brands before making purchase decisions. **Digital tools like QR codes and near-field communication (NFC) technology allow consumers to connect with brands in more robust and engaging ways.** A quick phone scan redirects shoppers to a brand's website to view product tutorials, browse products, read reviews, discover ingredient information, learn about a company's social or environmental initiatives, and more. These packaging solutions help consumers save time and money, select the right products for their needs, reassure them of product quality and safety, and create unique user experiences.





# 2

## Conscious

Socially and environmentally responsible packaging.

Learn more about this trend in our article:  
[The Growing Importance of Inclusive Package Design in Beauty](#)

# Conscious

Today's consumers want to support brands that align with their values and lifestyle choices, with ongoing demand for environmentally and socially responsible products. **Consumer packaged goods products with an ESG (environmental, social, and governance) claim printed on the packaging generated higher sales between 2018-2022 than products without a claim based on a joint study by McKinsey and NielsenIQ.** Demand for sustainable packaging is as high as ever, including containers made with recycle or recyclable materials, refill and reuse models, and solutions with reduced carbon footprint.

Beyond eco-friendly options, consumers also want products and packaging that are inclusive and accessible. **According to Mintel, 47% of beauty product users say they shop from brands that promote diversity or inclusivity.** Packaging designed with regard to people with physical limitations, visual impairments, and the aging population is becoming more prevalent. Rare Beauty by Selena Gomez (who has Lupus, which can affect her mobility) uses uniquely shaped packaging that is easier to handle. Olay, Herbal Essences, and Victorialand Beauty incorporate tactile markings on their packaging to help the visually impaired enjoy their products. Voltarin has an easy-twist cap for those suffering from arthritis. Beyond designing for people with physical limitations, ensuring product and package design represents everyone in society, including different ethnicities, races, and genders, is more critical than ever. This is demonstrated by the growing popularity of gender-neutral product and brand design, including Boy Smells whose custom bottle was designed by Berlin Packaging | Jansy.

## CASE STUDIES:

[Morton Refillable Grinder](#)

[Branch Basics](#)





# 3

## Compliant

Solutions that meet evolving legislative requirements.

Learn more about this trend in our:  
[Guide to North American EPR Packaging Regulations](#)

# Compliant

Governments in the United States and around the world are introducing legislation aimed at reducing packaging waste and promoting a more circular economy. These laws are driving change that will continue to impact the packaging industry for years to come. **Several U.S. states – including California, Colorado, and Connecticut - have already passed local regulations to compel consumer packaged goods (CPG) companies to make their packaging more sustainable and recyclable.** The packaging laws vary by state and include measures around, for example, post-consumer recycled (PCR) content, container deposit return systems (DRS), and extended producer responsibility (EPR).

California is just one state with PCR laws. **Passed in 2020, AB 793 requires plastic beverage bottles from beverage manufacturers sold in the state to contain at least 15% PCR beginning 2022, 25% PCR by 2025, and 50% PCR by 2030.** As stated on [bottlebill.org](http://bottlebill.org), currently all Canadian provinces and 10 U.S. states operate deposit/refund systems. And, under [HB 22-1355](http://HB 22-1355), Colorado will begin requiring CPG companies to pay annual dues to fully fund a statewide recycling program for packaging. As set forth in the statute, the dues will be based on the type and volume of packaging sold and distributed in the state. CPG companies must participate in the program by 2025 and pay dues in 2026. Given the ever-changing legislative landscape, partnering with a packaging supplier like Berlin Packaging who understands the latest legislation and requirements is increasingly important.

## CASE STUDIES:

### [Mylanta One](#)

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# 4+

## Cost-Effective

Packaging that appeals to budget-conscious consumers.

Learn more about this trend in our article:  
[Adding Value Through Packaging](#)

# Cost-Effective

Today's consumers continue to feel the effects of inflation, rising prices, and weakened purchasing power, with 63% of global consumers saying they are extremely or quite concerned about their financial situation (GlobalData). As a result, people are changing their habits and choosing to spend less or buy "better," which has put a newfound focus on how packaging can create a competitive advantage with today's price-conscious consumers. Right-sizing your packaging can offer greater affordability and meet consumers' value-for-money needs. This includes smaller pack sizes that have a lower price point as well as larger pack sizes with a better price-per-unit.

After quality and price, consumers list "multi-functional/multi-benefit" as the next thing that provides value for money. With increasingly busy lifestyles, time scarcity is a growing concern, and consumers want efficient products that simplify their lives. **This is especially relevant in personal care and home care categories, with 55% of global consumers saying they are looking for more convenient/timesaving household cleaning products (GlobalData).** Packaging solutions can provide convenience through improved functionality and optimized user experiences. Studio One Eleven® designed and engineered the award-winning packaging for Rejuvenate's Dual-System Outdoor Hose Wash. This revolutionary product allows users to easily switch between house wash and window wash applications without disconnecting and reconnecting separate packages.

## CASE STUDIES:

[Rejuvenate](#)





# 5

## Customized

Personalized and inclusive packaging that adds value.

# Customized

There is a newfound focus on individuality and self-expression, and consumers increasingly want personalized products, services, and experiences targeted to their individual attributes, interests, and goals. **According to Euromonitor, more than half of global consumers want products and services uniquely tailored to them.** The desire for individuality is not new but has become more attainable through technological innovations and digital engagement. Customizable labels, smart packaging, and interactive design can create unique, personalized consumer experiences and drive brand loyalty.

Consumers also value products targeted to specific consumer groups. **Over two-thirds of consumers globally strongly or somewhat agree that supporting brands that promote diversity is important (GlobalData).** Emphasizing ingredients or functionality that specifically benefit a targeted demographic is essential to add differentiation and credibility.

## CASE STUDIES: [Nu Skin ageLOC](#)





# We Believe Anything Is Possible<sup>®</sup>

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<sup>®</sup>.



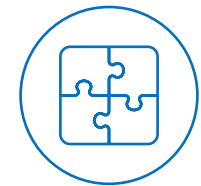
Best Elements of  
a Manufacturer

+



Distribution  
& Logistics

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Value-Added  
Specialty Services

## Value-Added Specialty Services

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

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