



# 2026 Packaging Trends

Packaging Strategies to Help Brands Win with Today's Consumers





# Unpack The Report



## Wellness-Minded

Solutions that promote holistic health and wellbeing



## Digitally Dynamic

Packaging that engages consumers and sparks social buzz



## Décor-able

Countertop-worthy design with aesthetic appeal



## Understandably Sustainable

Eco-friendly credentials that are clear and quantifiable



## Easily Accessible

Inclusive design that works for all consumers



## Rightsized

Packaging that matches economic, environmental, and nutritional realities





# Introduction

As the world's largest Hybrid Packaging Supplier<sup>®</sup>, Berlin Packaging has leading insights and world-class expertise in the global packaging market. We track the latest cultural, demographic, and economic trends influencing consumer behaviors—helping brands make strategic, insight-driven decisions about product and packaging strategy.

In 2026, cost-consciousness will drive even more intentional, value-oriented purchase decisions. According to NielsenIQ, "Intentionality now defines how U.S. shoppers engage with brands. The typical consumer is more deliberate, more informed, and more willing to trade loyalty for savings." A heightened focus on holistic health is shaping how consumers evaluate products, as people increasingly seek offerings that support their wellness goals. Social media continues to expand its influence, fueling viral moments and shaping how consumers discover, discuss, and share products. At the same time, demographic shifts—especially the aging population and the growing spending power of Gen Z—are reshaping consumer expectations.

This report outlines how these trends will shape the packaging landscape in 2026, and how companies can proactively respond.

\*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.





1.

## Wellness-Minded

Solutions that promote holistic health and wellbeing



Consumers are becoming increasingly health-conscious, prioritizing physical, mental, and emotional wellbeing in their everyday choices. To support these goals, many look for products that align with their nutritional, fitness, healthcare, and self-care routines. This growing commitment to health and wellness impacts both product development and packaging. According to Euromonitor, "Wellness culture continues to grow stronger... The packaging industry will therefore need to consider how wellness is affecting what consumers are looking for from their packaging." Brands can support these wellness journeys through sustainable materials, minimalist design, clear ingredient transparency, and convenient formats such as single-serve or on-the-go packaging.

**“62% of consumers are always/often influenced by how a food/drink product or service impacts their health and wellbeing” (GlobalData).**

Today's shoppers are highly informed about the products they choose and what they put in their bodies. Brands should be transparent with on-pack claims, ingredient information, and scientifically validated benefits. At the same time, label design should not become too busy. Clean, minimalist design supports a health-focused positioning, as people often associate minimalist package design with premium or "clean" products made with fewer, higher-quality ingredients. There is an art to maximizing the impact of minimalist design. Studio One Eleven's branding and structural designers understand these nuances, ensuring solutions that are both effective and visually impactful. Beyond design, portable packaging—such as resealable, spill-resistant, and lightweight formats—supports active lifestyles, while sustainable solutions naturally align with healthier living.







2.

## Digitally Dynamic

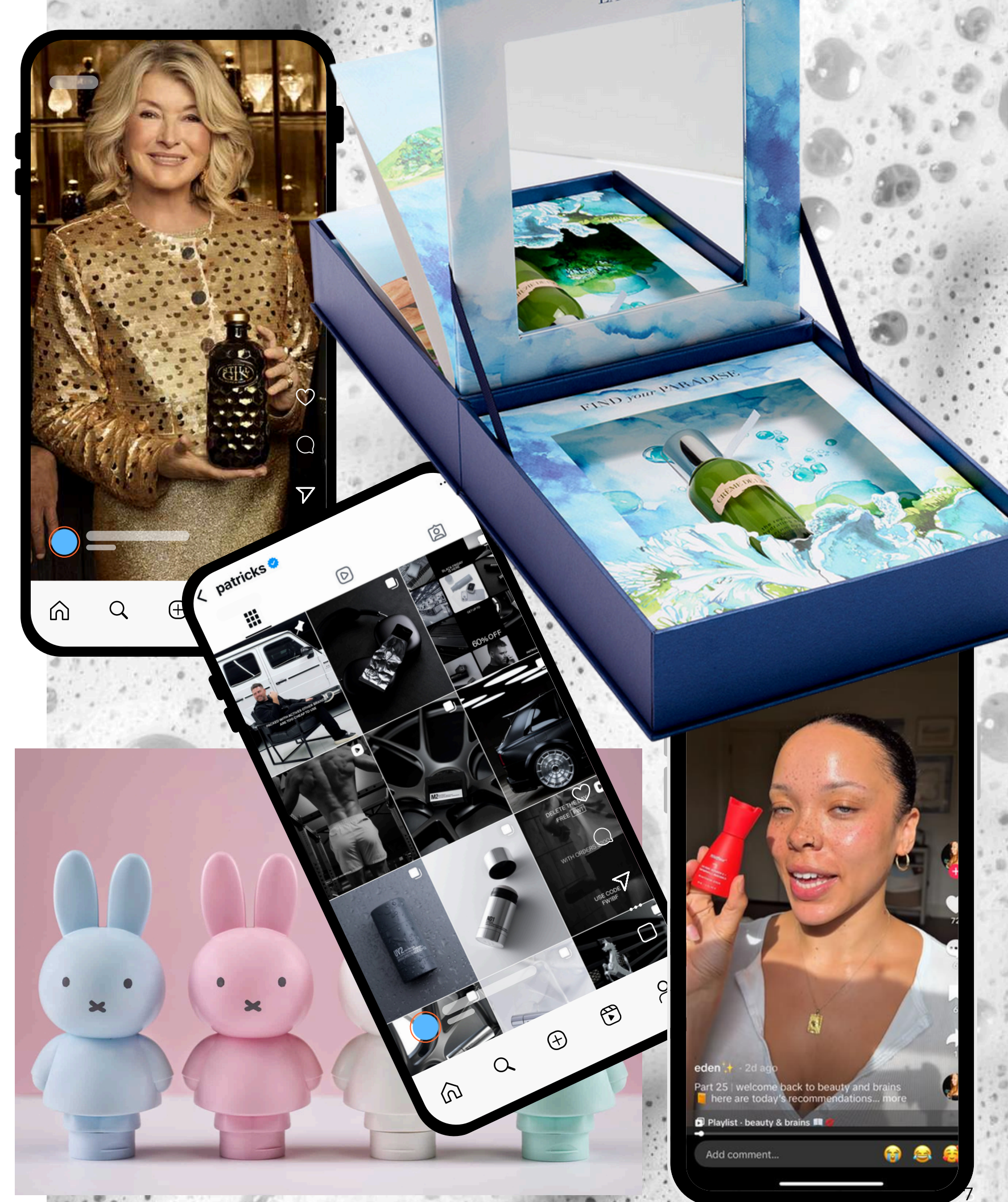
Packaging that engages  
consumers and  
sparks social buzz



Today's consumers rely heavily on digital tools in their daily lives, including social media. Social media's influence on consumer behavior has evolved in recent years. Brands now reach broader audiences, spark viral trends, and drive brand engagement on platforms like TikTok, Instagram, and YouTube. Social commerce is booming, with [Mintel research](#) finding that over half of U.S. consumers have already made a purchase on social media, while another fifth are open to doing so. Social media's growing retail and cultural influence is redefining the role of packaging and product engagement. McKinsey recommends that brands "Push the boundaries on novelty and unconventional placements to stand out. Double down on brand storytelling and user-generated content as social algorithms prioritize content over creators."

## "Digital discovery continues to shape how Americans browse, compare, and buy" (NielsenIQ).

Because image is essential on social media, brands must cultivate strong aesthetic appeal. A strong visual identity is not only memorable but shareable. Visually compelling products and packaging are more likely to be shared online and perform well across social platforms. Unique bottle shapes and Insta-worthy brand design can help brands create buzz. Berlin Packaging's design and innovation teams specialize in creating buzz-worthy brand design that stands out on the shelf and online. We developed custom packaging for Wildfleur using bright colors and playful, bold shapes that embody creativity and encourage social media sharing. Secondary packaging also offers opportunities for engagement, as unboxing videos are becoming increasingly prevalent on social media. Berlin Packaging has extensive experience developing unique, impactful secondary packaging and influencer kits for brands of all sizes. We can create custom shapes, incorporate pop-up elements and unique inserts, add LED lights, and more to help brands build excitement and get noticed.







3.

## Décor-able

Countertop-worthy design  
with aesthetic appeal



Packaging is no longer just about protecting the product inside—it has become a key expression of a brand's identity. According to NielsenIQ, 65% of consumers say they try new products purely because of the packaging. Packaging is a brand differentiator, and design is becoming a purchase motivator. People are choosing products based on aesthetics and the appeal of the pack design. Whole Foods listed "Kitchen Couture" as a key trend for 2026, noting "Gone are the days of hiding every can and container in your pantry or removing products from packages when it's time to host a party." They highlight Brightland Olive Oil, which features a bottle supplied by Berlin Packaging, as an example of a brand embracing this trend. Across categories—from food and beverages to beauty and personal care—brands are elevating everyday items with package designs that consumers can proudly display.

"Today's consumers are drawn to eye-catching artwork that... brings an aesthetic appeal to everyday items and staples" (Whole Foods).

Custom primary and secondary package designs with unique shapes, sizes, colors, closures, finishes, and materials can create meaningful disruption and attract consumers. Studio One Eleven® creates award-winning, custom designs that balance form and function with aesthetic impact. We developed a beautiful, bespoke home cleaning spray bottle and foaming hand soap dispenser for Young Living, featuring a modern, minimalist aesthetic that displays beautifully on any countertop. These designs earned 2025 National Association of Container Distributors (NACD) packaging awards for their innovation and aesthetic excellence.







# 4.

## Understandably Sustainable

Eco-friendly credentials that are clear and quantifiable



Sustainability remains one of the most significant trends shaping the CPG industry, which is why it has made our packaging trends list for the fourth consecutive year. While many brands recognize the importance of sustainable packaging, they often struggle to clearly communicate their products' sustainability attributes and benefits. According to Bain, approximately 80% of global consumers report that they began "shopping sustainably" in the last five years. Yet many remain unsure about which packaging choices are actually most sustainable. Bain also notes that more than 80% of consumers are unable to identify which of two packaging products has a lower carbon footprint. This creates a clear opportunity for brands to educate consumers and provide substantiated sustainability claims that reduce consumer confusion, avoid ambiguity, and help prevent greenwashing.

**“All companies in the packaging value chain will need to tailor their strategies to respond to the nuanced, evolving consumer views on sustainable packaging” (McKinsey & Co).**

Brands should rely on specific, evidence-based claims rather than generic eco-friendly language. Beyond packaging metrics, quantifying water and energy savings and carbon emission reductions can help brands evaluate their options and make informed decisions. Euromonitor notes, "Brands can also expect to provide evidence and obtain certifications on how their sustainable decisions 'saved' a specific quantity of waste from being produced. This will help build greater loyalty among consumers." Berlin Packaging helped Babo Botanicals launch its first eco-friendly refill pouch. Our sustainability team conducted a lifecycle analysis that shows the pouch reduces the carbon footprint by 63% compared to the existing bottle. The refill pouch also lowers costs and adds lightweight convenience, quickly becoming one of the brand's top-selling SKUs.



Frugalpac's Frugal Bottle: Commercially available paper bottle for wine and spirits





5.

## Easily Accessible

Inclusive design that works  
for all consumers



Today's consumers want to support brands that align with their values, and a commitment to diversity, inclusivity, and accessibility is becoming increasingly meaningful. Accessible packaging is no longer reserved for niche or indie brands but is joining the mainstream. PacGlobal—a trusted advisor, innovator, and knowledge center in the international packaging industry—recognizes the importance of inclusive innovation through its annual "Inclusive Opportunities for Universal Packaging" awards. Procter & Gamble, Unilever, and Bayer are among the companies recognized. Target partnered with the Arthritis Foundation to develop design guidelines that help make products and packaging easier for people with arthritis and chronic pain, further demonstrating the growing influence of accessibility.

“Accessible products and packaging not only better serve our consumers with disabilities and their households, they also increase our brands’ usability more broadly, which creates a superior experience that all consumers can enjoy”  
(Procter & Gamble).

Accessible package design appeals to the growing aging population and to those with physical limitations and visual impairments. This includes ergonomic container shapes, easy-grip closures, tactile markings, larger font sizes, and other inclusive design features. For older consumers—and anyone experiencing chronic pain or arthritis—easy-to-open and easy-to-use packaging is essential in creating a positive user experience. Ergonomic solutions that allow users to rely on stronger hand positions—such as palms or power-grasp motions—can differentiate a brand and drive loyalty. Studio One Eleven recently created new label graphics for Flor de Chasna that incorporate Braille, making the brand’s wines accessible to all.







6.

## Rightsized

Packaging that matches economic, environmental, and nutritional realities



Rising grocery prices, sustainability concerns, convenience, and shifting consumer behavior are prompting brands to rethink their packaging sizes. Rightsizing is occurring across a wide range of packaged goods categories, from snacks and soft drinks to alcohol and beyond. Across food categories, portion-control trends are driving smaller pack sizes. Euromonitor notes, “Brands are beginning to respond to the influence of GLP-1 users with smaller, nutrient-dense food options tailored to reduced appetites; the potential impact on packaging is significant.” Brands should also be mindful of consumer backlash against shrinkflation and remain transparent when reducing package sizes. On the other end of the size spectrum, upsizing delivers value for cost-conscious shoppers who prefer to buy in bulk. In beauty, refill systems can offer a better price per unit volume and sustainability benefits through lightweight formats. According to Euromonitor, “beauty pouch sales rose 5.5% in 2024, with room for further development.”

## “Format agility is key to navigating changing consumers’ needs” (Euromonitor).

Berlin Packaging’s global reach makes us uniquely positioned to find the right pack size for brands across every category. With partners around the world and access to more than 50,000 components, we can provide whatever our customers need—and if it doesn’t exist, Studio One Eleven can design it. Our dedicated sustainability team can also assess the environmental impact of various packaging sizes and materials, helping our customers make informed sustainability decisions. We helped Branch Basics transition from a canister to a lightweight pouch for their Oxygen Boost powder. The pouch weighs 71% less than the canister and holds twice the amount of product.







# Turning Trends Into Impact

The packaging landscape is rapidly evolving. Accessibility and sustainability are no longer buzzwords; they are business imperatives. Cost-consciousness and wellness priorities are reshaping purchase behaviors. Design and digital shareability are redefining how consumers discover, evaluate, and display products.

To keep pace, brands must leverage these emerging trends—and Berlin Packaging is here to help. With tens of thousands of stock components, exclusive offerings, custom design services, sustainability expertise, quality-control capabilities, and end-to-end supply chain management, we're more than a packaging supplier. We're a full-service business partner positioned to help brands win in 2026 and beyond. As the world's largest Hybrid Packaging Supplier®, we bring unparalleled scale, expertise, and innovation to every brand we support.

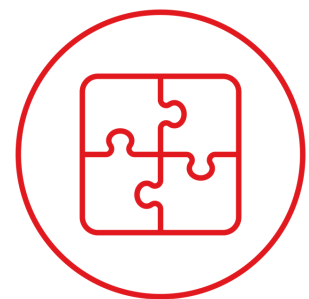


# Anything Is Possible®

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®.



**Best Elements of  
a Manufacturer**

+



**Distribution  
& Logistics**

+



**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
- Customer Portal Efficiency

