



2023 Consumer Trends

A Look at the Year Ahead

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PACKAGING



Berlin Packaging tracks consumer insights, product trends, and packaging innovation throughout the year to understand what is happening in the market so we can best help our customers succeed.

Introduction

In 2022 we saw people resume in-person activities while continuing to spend time working, cooking, and entertaining at home. Consumers remained concerned about their health, with a newfound focus on mental and emotional well-being and self-care. E-commerce proved to be more than a pandemic-fueled fad, and sustainability became even more of a priority.

To start 2023, Berlin Packaging is looking at the most recent trends that will influence consumer routines and behaviors in the year ahead. As we officially move on from the pandemic, people will focus on themselves, looking for personalized and feel-good products. Inflation and continued economic uncertainty will cause consumers to evaluate their spending and purchase decisions more closely. And conscious consumers will remain committed to social issues and supporting brands that align with their values.

This report features our top 5 consumer trends for 2023.

*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.

Top 5 Consumer Trends of 2023

1. Seeking Value

Price, quality, sustainability, and more are part of the value equation

2. Localism

Support for local communities is a priority

3. Self-Expression

There is a growing focus on individuality and identity

4. Retro Resurgence

Nostalgic products and experiences symbolize simpler times

5. Personal Activism

Consumers are putting their money where their values are



1

Seeking Value

Price, quality, sustainability, and more are part of the value equation

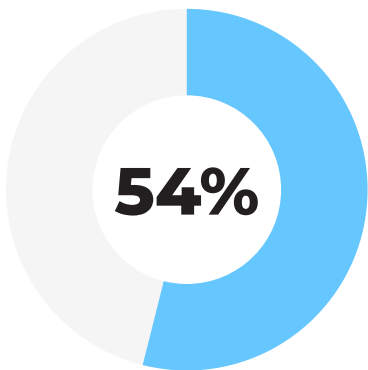


Seeking Value

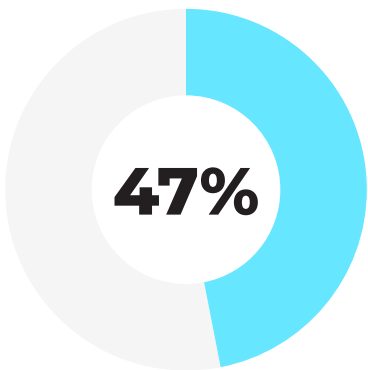
Record-setting inflation, rising prices, and economic uncertainty are driving consumers to be more value-conscious. This doesn't mean price is the only factor, but consumers are reassessing their spending priorities and evaluating their purchase decisions across various criteria. According to Simon Moriarty, director of Mintel Trends, "Consumers are refocusing on what value means to them and spending more intentionally as a result. In a tough economic environment, consumers want to make smart financial solutions without sacrificing their quality of life." Consumers will continue to treat themselves, but that will be balanced with other factors, including flexibility, durability, timelessness, and sustainability.

According to a Q2 2022 GlobalData consumer survey, more than 30% of consumers say they are extremely concerned about their personal financial situation. Buying in bulk, shifting to private label products, reducing spending on luxury items, buying fewer items overall, bargain hunting, and eating more meals at home are all behaviors that will manifest in 2023.

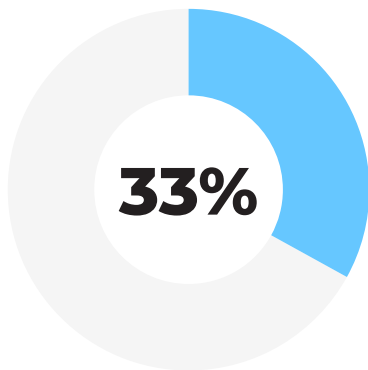
In an Ipsos poll of more than 2,000 US consumers, people indicate that they're already starting to change their behaviors:



Forgoing or limiting impulse purchases



Choosing less expensive brands



Buying less



Seeking Value | Packaging Opportunities

- Larger sizes that add value
- Smaller sizes that cost less

- Convenience features
- Meaningful claims

- Premium brand design
- Manufacturing efficiencies

2

Localism

Support for local communities
is a priority



Localism

Buying locally took on newfound importance during the pandemic. Consumers often considered products with local connections more trustworthy than non-local alternatives and wanted to help local businesses. In 2023, social consciousness will continue to spur local as a way to give back and support the community. Global and economic uncertainty will also drive consumers to utilize local resources and boost local business. Simon Moriarty from Mintel says, “A reconnection with ‘local’ is also a way for consumers to protect themselves financially, environmentally and psychologically, and feel that they are giving back in some way.”

For today’s consumers, localism is moving beyond just supporting the communities where they live. People want to support communities where ingredients are sourced, and products are made. They want to understand how brands give back to under-served communities around the world, conserve local resources, and protect the environment.





Milwaukee-based juice brand used a local artist to create label designs.

Localism | Packaging Opportunities

- Local design cues
- Sustainable solutions
- On-pack messaging
- Ingredient sourcing information
- Leverage local artists

3

Self-Expression

There is a growing focus on individuality and identity



Self-Expression

In 2023 consumers will continue to see consumption as a form of self-expression. People seek diversity, inclusivity, and personalization from the brands they support. They want to see themselves represented in products, messaging, and marketing. Today’s consumers want personalized products, services, and experiences targeted to their individual attributes, interests, and goals.

In a 2022 GlobalData survey, 61% of global consumers claim to be often or always influenced by how the product/service is tailored to their needs (up from 53% in 2021).

The desire for individuality is not new, but it has become more attainable through technological innovations and digital engagement. The pandemic has also played a role in driving consumers to focus on themselves and their needs. According to Mintel’s Matthew Crabbe, “In recent years, consumers have had a community mindset, putting their own needs on the back burner to prioritize public health and safety. People are now emerging from the pandemic eager to re-focus on themselves.”

Global consumers
influenced by
how the product/
service is tailored to
their needs





Self-Expression | Packaging Opportunities

- Personalized labels
- Curated subscription kits
- Interactive packaging
- Inclusive design

4+

Retro Resurgence

Nostalgic products and experiences
symbolize simpler times



Retro Resurgence

Following the stress of the last couple of years, familiarity and trustworthiness have become more important to consumers. Retro brands and products represent normalcy, simplicity, and escapism and can serve as a way to relieve stress and anxiety. This includes experiences, products, and design – like baking grandma’s cookie recipe, collecting nostalgic memorabilia, or incorporating retro home decor. According to Ipsos, millennials will be the most dominant consumers of the upcoming year and are expected to seek out all things Y2K.

Retro is also being reimagined. Today’s consumers appreciate new and exciting experiences and are looking at new ways to use old products and revamp the classics. Jade Hoai, executive leader of purchasing for Whole Foods Market in the UK, says, “We are predicting that in 2023 we will see... new and quirky usages for ingredients like kelp and dates. Retro products are being revamped with consideration for the wellness-conscious customer, creating the ultimate mash-up of throwback indulgences with better ingredients and special diets in mind.”





Retro Resurgence | Packaging Opportunities

- Evocative shapes and silhouettes
- Minimal design
- Retro brand design
- Use of Color

5

Personal Activism

Consumers are putting their money
where their values are

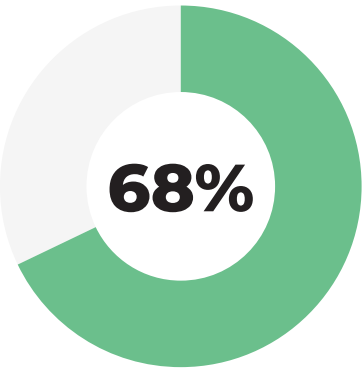


Personal Activism

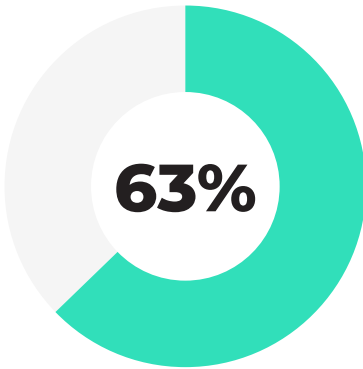
In 2023, consumer activism will continue to drive conscientious consumption as people want to support brands that align with their values. Consumers – especially younger generations - expect companies to support social causes, including diversity, poverty, gender equality, animal rights, and more. What people eat, wear, and drive are no longer status symbols but symbolic of their principles. People are demanding information about a company's sustainability initiatives, hiring practices, ingredient sourcing, safety procedures, and more to help them make informed decisions they can feel good about.

Consumers are using their voices and purchasing power to make a difference. According to the FMCG Gurus 2022 “Route to Sustainability Report,” almost 30% of global consumers have actively boycotted a product or brand because of ethical credentials.

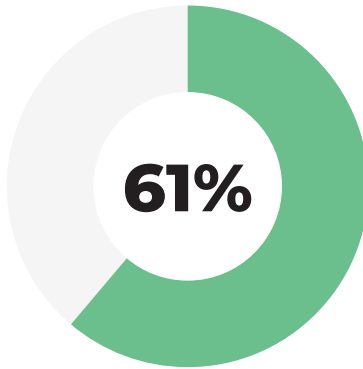
A recent GlobalData survey found that the majority of consumers agree with the statements below:



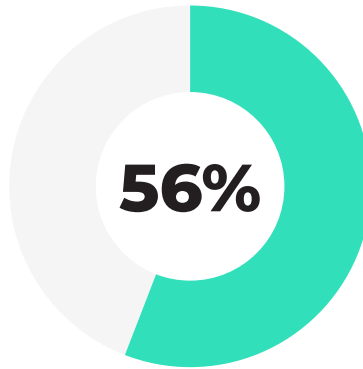
Supporting brands that promote diversity is important



I will buy more products from a brand if it aligns with my personal beliefs/values



I am more loyal to brands that support social/human rights matters



I want brands to actively address global issues such as racism, sexism, etc.



Personal Activism | Packaging Opportunities

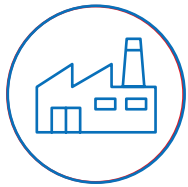
- Recyclability
- Sustainable materials
- Refill & reuse
- Accessible design
- On-pack messaging
- QR codes with brand information

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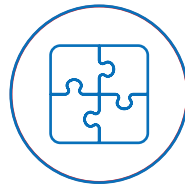
Best Elements of
a Manufacturer

+



Distribution
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