



# 2023 Packaging Trends

A look at trends influencing the industry this year

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PACKAGING



# Expectations for 2023

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 2023.

## 1. Value Sizes

Large and small packs that fit consumer budgets

## 2. Smart Packaging

Keeping consumers connected, informed, and engaged

## 3. Inclusive Design

Socially conscious solutions that represent everyone

## 4. Enjoyment

Fun design that expresses joy and optimism

## 5. Carbon Conscious

Sustainable solutions that reduce carbon emissions

\*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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## Value Sizes

Large and small packs that fit  
consumer budgets



# Value Sizes

Consumers are feeling the effects of inflation, global economic uncertainty, supply chain disruptions, and rising prices. According to a Q3 2022 GlobalData survey, 90% of global consumers are extremely or quite concerned about the impact of inflation on their household budget. And global 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 a result, people are changing their habits and choosing to spend less or buy “better.” This has put a newfound focus on how packaging sizes can offer greater affordability and meet consumers’ value-for-money needs.

One in five consumers is staying with the brands they usually buy but buying fewer products or smaller pack sizes. Conversely, one in six consumers associates “good value for money” with large product or portion sizes (GlobalData). Smaller packs will continue to dominate in 2023, with larger packaging expected to grow rapidly through 2025.

## RELEVANT MARKETS:

Food, Beverage, Pet Care and Personal Care







# 2

## Smart Packaging

Keeping consumers connected, informed, and engaged



# Smart Packaging

Today's consumers are increasingly incorporating technology and digital tools into their everyday lives. Smart devices are used to stay connected and informed, manage work and personal lives, and assist in household and shopping tasks. The use of digital technology will be an essential business strategy over the next several years, including “smart packaging” that can monitor freshness, provide ingredient, nutrient, and health specifications, display information about a brand or company, and create an interactive consumer experience.

A recent GlobalData study found that 42% of global consumers are always or often influenced by how digitally advanced or ‘smart’ the product or service is in 2022 (up from 35% in 2021). Younger consumers are especially interested, with one in four Gen Z and Millennials saying that interactive packaging (i.e., QR codes) is a key purchase driver. With information at their fingertips, consumers can better scrutinize products and brands before making purchase decisions, providing reassurance and encouraging trial.

## RELEVANT MARKETS:

Food, Beverage, Consumer Health and Personal Care







# 3

## Inclusive Design

Socially conscious solutions that  
represent everyone



# Inclusive Design

We're featuring inclusive packaging again this year as we anticipate that all-inclusive design will transition from a trend to the norm in 2023. Consumers want to support companies and brands that are socially responsible, and demonstrating a commitment to diversity, inclusivity, and accessibility is becoming increasingly meaningful.

It is not just about designing for people with physical limitations but ensuring product and package design represents everyone in society, including different races, gender identities, sexual orientations, ages, and sizes. This is especially relevant in beauty care with nearly half (47%) of beauty product users say they shop from brands with diversity or inclusivity (Mintel). "Senior-friendly" packaging is also becoming important as the world's population is aging (the World Health Organization expects the proportion of the world's population over 60 years to nearly double between 2015-2050, increasing from 12% to 22%). Inclusive packaging demonstrates a brand's commitment to social responsibility and can drive trial and brand loyalty.

## RELEVANT MARKETS:

Beauty Care, Personal Care and Consumer Health







# 4+

## Enjoyment

Fun design that expresses joy  
and optimism



# Enjoyment

Today’s consumers are looking for enjoyment and excitement in the products they buy, especially following the stress and anxiety from the last few years. Fun experiences can provide a sense of escapism from daily stressors, and the need for enjoyability is an essential part of the value-for-money equation. Pantone’s 2023 color of the year – Viva Magenta – is described as “brave and fearless, and a pulsating color whose exuberance promotes a joyous and optimistic celebration.”

The Dieline has included cartoon characters, sticker design, and “groovy feels” among their 2023 package design trends. And we’ve identified retro resurgence as one of the top consumer trends of 2023 (see Berlin Packaging’s 2023 Consumer Trends report for more details). These all reflect a desire for fun, nostalgic, escapist design experiences.

## RELEVANT MARKETS:

Food & Beverage, Pet Care and Cannabis







# 5

## Carbon Conscious

Sustainable solutions that reduce carbon emissions



# Carbon Conscious

While material circularity and recyclability continue to be important to consumers, there is also growing awareness around the role of carbon emissions in the packaging sustainability equation. Almost 60% of global consumers say reduced carbon footprint is extremely or quite important to them in a product (GlobalData). Several companies, including Unilever and Cocokind, have started incorporating carbon labeling to demonstrate their commitment to the environment and help consumers make informed purchase decisions.

Berlin Packaging conducts lifecycle analyses (LCA) to help our customers quantify their product's environmental impact over the course of its entire lifecycle. LCA tools allow us to calculate a product's carbon footprint (i.e., its greenhouse gas emissions) as well as its water and fossil fuel use. We can compare packaging options and select the most effective and impactful solutions for our customers regardless of material. We concentrate on strategies that combine the decarbonization of materials and production, as well as the end of life, in developing circular economy solutions centered on recycling. Our strategies include light-weighting, recycled content, refill & reuse systems, improved durability, and optimized logistics.



Made with  
plant-based resins



Lightweight  
wine bottles







# 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

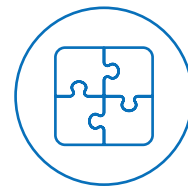
Berlin Packaging is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest Hybrid Packaging Supplier<sup>®</sup>.



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