



# Pharma/Nutra Packaging Trends

A look at the trends influencing pharmaceutical package design and innovation.

**berlin**<sup>®</sup>  
PACKAGING



# Introduction

COVID-19 increased consumers' focus on health and wellness, and while the pandemic is waning and consumer behaviors are normalizing, there will be lasting effects on the pharmaceutical and nutraceutical categories.

Consumer stress levels remain high, with lingering concerns for health and hygiene. There is a focus on preventative medicine vs. treatment, and the importance of mental and emotional well-being has come into focus. And economic uncertainty is impacting consumer purchase behaviors amid inflationary pressures and price increases. Developing products and packaging that address the latest consumer needs and preferences can lead to success.

*\*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.*

# Precision Nutrition

Personalization and customization have become emerging trends in consumer healthcare as consumers demand more tailored solutions. In a GlobalData survey, the majority of global consumers (60%) claim to be often or always influenced by how the product/service is tailored to their needs.

Today's products must be more closely aligned with personal values, lifestyle aspirations, and distinct attribute preferences. Technological innovations and digital engagement are further advancing this trend. Consumers seek online tutorials, health & wellness tips, reviews, and personalized recommendations.



29% of North American consumers are always or often influenced by how digitally advanced/ "smart" a product is.

## Packaging Opportunities

- Personalized labels
- Interactive packaging (augmented/virtual reality)
- Curated subscription kits



# Safe & Trusted

The pandemic raised consumer stress and anxiety around health and safety, leading them to seek safe and risk-free options. In a 2022 GlobalData survey, 64% of consumers say they are always or often influenced by how familiar/trustworthy/risk-free a product feels.

Prioritizing product features tied to security, efficacy, and trust will continue to be important to consumers over the next several years. Short and simple ingredient lists, third-party certifications, and local product origins can reassure people that a product is safe and trustworthy.

**45% of global consumers are often or always influenced by information about a product's origins or manufacturer.**

## Packaging Opportunities

- Tamper-evident packaging
- Hands-free applicators
- QR codes for information
- On-pack claims and certifications



# E-commerce

Consumer health industry leaders have identified e-commerce as the most influential trend over the next five years. Despite the explosive increases in e-commerce over the past couple of years, rates are expected to continue to grow due to consumer preferences and regulatory changes.

Consumers appreciate the convenience, value, and variety offered by online platforms. Beyond traditional e-commerce sites, new D2C brands are entering the space, and consumer demand for click-and-collect and drive-thru pick-up is driving growth.

**Studio One Eleven® created a custom bottle and branding for Zenwise with e-commerce in mind. The bold black bottle and custom silhouette stand out on a white computer screen.**

## Packaging Opportunities

- Small, compact formats
- Leakproof packaging
- Design for online impact



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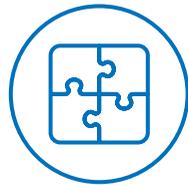
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