

# Plant-Based Dairy Packaging in the US

October 2023

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## Plant-Based Dairy Packaging in the US - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Shaped liquid cartons sees an increase in pack type share in 2022  
Chobani launches oat yoghurt in paper cups in view of sustainability  
Cost-effectiveness and resealability make flexible plastic popular

#### PROSPECTS AND OPPORTUNITIES

Tofutti to introduce new packaging for plant-based products  
HDPE bottles expected to become more popular for plant-based milk

## Plant-Based Dairy Packaging in the US - Company Profiles

## Packaging Industry in the US - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Thin wall plastic containers gaining share in meals and soups as they offer excellent barrier properties  
Consumers prefer multipacks as they offer better value for money  
Brands offer smaller pack sizes as they are suitable for on-the-go consumption  
Cost-effectiveness is one of the main factors behind the usage of folding cartons  
Eco-friendly pack types are gaining ground in home care packaging

### PACKAGING LEGISLATION

Ban on single-use plastic increases the usage of sustainable packaging

### RECYCLING AND THE ENVIRONMENT

Sustainability driving brands to invest in innovative packaging solutions  
Table 1 - Overview of Packaging Recycling and Recovery in the US: 2020/2021 and Targets for 2022

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