

Dairy Packaging in the US

October 2023

Table of Contents

Dairy Packaging in the US - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thin wall plastic containers and folding cartons remain popular in butter and spreads

Carnation breakfast drinks are now available in liquid carton packaging

946ml sees a gain in pack size share in 2022

PROSPECTS AND OPPORTUNITIES

PET bottles expected to become a more significant pack type in the forecast period

Convenience expected to be a driver of packaging changes in the forecast period

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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