Euromonitor International

Top Four Trends Shaping Global Consumer Packaging

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INTRODUCTION

Scope
Crisis-resilient nature of packaging in the consumer goods marketplace
Inflation however keeps consumers at home with groceries and value in focus
Plastic to hold top spot as most-used packaging, and continues to work on its sustainability
Paper is buoyed by brands wanting to reduce their dependency on plastic

PRICING FOCUS AMID INFLATIONARY PRESSURES

The many drivers of inflation in consumer packaging supply
2022: year of exorbitant peaks in material/energy costs, some stabilisation expected in 2023
Crown Holdings on the damaging impact of inflation on consumer demand
Elevated energy prices remain a key concern (especially in Europe)
Global packaging production and selling prices are all up: the US picture
Higher operating costs mean higher unit prices for consumers
Latin America hyperinflation meets shrinkflation: Rise of smaller “daily affordable” packs
Consumers exert more care in their spending: Rise of private label and search for savings
Food and drink pack sizes: rightsizing – both up-and down-sizing strategies are in action
Beauty/Home care: fewer promotions mean higher prices, adapted sizes, more compaction

DIGITAL INNOVATION

Digitalisation of packaging: e-commerce, efficiency, the environment and engagement
The transformative rise of e-commerce is here to stay
US and China, largest suppliers of e-com board, also lead in unmet e-commerce potential
Opportunity to optimise e-commerce packaging: Consumers and regulators want this
Packaging needs to answer on function and on sustainability for better unboxing experience
Boox re-commerce packaging: eliminate waste with reusable shipping
Digitalisation for operational efficiency: a priority in era of high costs, for sustainability too
Digital innovation brings benefits to businesses, consumers and the environment
Engage via QR codes and NFC to address new digital realities
Digimarc Recycle pilot in Canada: digital watermarks improve the sorting of flexible packaging

PACKAGING SUSTAINABILITY

In 2023, the call to act on packaging and waste is high
Sustainability progress is crucial to brand reputation and to avoid future packaging bans
Consumer goods industry leaders unite in their commitment to circularity in packaging
“Recyclable” resonates as most trusted and sustainable feature among consumers
Key pathways to progress circularity in packaging
Redesigns aplenty: Material efficiency, recyclability, recycled content and re-use
Packaging’s power to communicate sustainability credentials
Two thirds of businesses are focusing on sustainable packaging, retailers lead the charge
Sustainable plastic? Plastic is forecast growth but will be more renewable in composition
rPET supply: Shortage of food-grade recyclate threatens targets, investment is essential
Flexible Plastic Fund’s (FPF) FlexCollect: UK kerbside pilot for flexible plastic recycling

ENVIRONMENTAL REGULATION

Packaging regulation will further climate action and impact manufacturers
Key legislative tools
Regulation will redefine future packaging specification; plastic a key target
EU PPWR: Proposes significant updates on waste, recyclability, recycling and re-use/refill
Collection targets drive DRS uptake; implementing can be a challenge as UK demonstrates
PPWR’s re-use/refill targets challenge change, especially for drinks and horeca operators

KEY TAKEAWAYS

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