



**Euromonitor  
International**

# Top Four Trends in Packaging

January 2025

Table of Contents

## INTRODUCTION

Our expert's view of the Packaging industry

Key findings

The packaging industry grows, exceeding four trillion packs in 2023, despite cost pressures

Mitigating cost and environmental pressures are at the crux of packaging development

Top trends in Packaging

Top trends uncovered

## PRICE PRESSURES PERSIST

Value-for-money is top consumer priority

Varied sizing strategies, a way for brands to balance high costs with affordability

Kérastase's larger "value" pouch brings consumers cost savings and less plastic

The potential for brand packaging growth in an era of price pressures

## PACKAGING CIRCULARITY INNOVATION

Businesses recognise need to deliver packaging circularity to concerned consumers

It pays to pursue circularity as sustainable products provide better growth prospects

Clean Cult: From DTC to in-store at Walmart to extend reach of refill and reduce plastic use

Coca-Cola India strengthens commitment to the circular economy with rPET

Widespread innovation potential and desire for packaging circularity

## RISE OF REGULATION

Regulation is a catalyst for specifying more responsible packaging

The power of partnership in pushing for new regulation and circularity progress

Re-turn: Ireland's DRS collects more than 600 million packs in seven months since launch

Suntory launches foldable recycled PET bottle to improve recycling

Regulation brings opportunities to advance recycled content and re-use

## DIGITAL TRANSFORMATION

Digitalisation to optimise efficiency, eco-friendly solutions and be engaging for all

Inclusive: Unilever adopts AQR codes for consumers with sight loss

Aldi UK uses AI to imbue transparency in tracking the recycling of flexible plastics

Harness digital technologies to drive business, consumer and environmental gains

## CONCLUSION

Future implications

Opportunities for growth

## APPENDIX

Global retail packaging demand by industry and material group

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-four-trends-in-packaging/report](http://www.euromonitor.com/top-four-trends-in-packaging/report).