Euromonitor International

Top Four Trends in Packaging

January 2025

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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
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Global retail packaging demand by industry and material group

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