

Convenience Store Insights

Five Trends Are Molding Food & Beverage Packaging



Packaged Facts: population distribution shift creates opportunities.

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ROCKVILLE, MD. — A changing population distribution, including fewer married couples, more people living alone, smaller household size and multi-generational households are creating new opportunities for food and beverage packaging, according to a report entitled Food and Beverage Packaging Innovation in the U.S.: Consumer Perspectives, published by Packaged Facts. The report by the market researcher identifies five key trends shaping food and beverage packaging. These trends are:

- **Targeting Millennials:** While millennials may seem like a broad and amorphous target, numerous studies show there are some commonalities. Millennials like fresh, less processed foods, as demonstrated by their preference for “fast casual restaurants that offer freshly prepared foods, and shopping the perimeter of grocery stores where fresh and non-packaged foods can be found.”
- **Smaller Packages are a Big Trend in Packaging:** With one- or two-person households representing 61 percent of all U.S. households, packages sized to serve one or two people have become a big trend in packaging. Such formats include single-serve packaging, meals for two, multi-packs of individual portions, and resealable packaging. The rise in smaller-footprint stores is also influencing this trend.
- **Packaging for Convenience:** Convenience is a major selling point for food and beverage packaging. Features such as ease of opening, resealability, portability, lighter weight, and no-mess dispensing are packaging benefits that influence consumers’ purchasing decisions positively.
- **See-Thru Packaging Can Boost Sales:** More and more marketers are putting their products in packages that are see-thru or have see-thru windows. Transparency in packaging taps into consumer desire for transparency about how food and beverages are produced, both figuratively and literally. Companies that are transparent about their ingredients, sourcing, and business practices are reaping the benefits in consumer goodwill and trust.
- **Eco-Friendly Packaging Growing:** In the past few years, single-serve bottled water has come under attack by environmentalists as epitomizing the wasteful nature of modern society. As a result, some marketers of bottled water have stepped up their introductions of more sustainable packaging. Likewise, Packaged Facts believes that improved recyclability and sustainability will become ever more important to the success of the single-cup brew market — if not a cost of entry — as this business matures. In the past two years, several American and Canadian marketers have introduced more environmentally friendly designs for use in K-Cup brewers.

Rockville-based Packaged Facts, a division of MarketResearch.com, publishes market intelligence on a wide range of consumer market topics.