

Food Packaging Trends - US - July 2014

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“Shoppers remain concerned about the safety of food packaged in plastic or cans, which creates an opportunity for manufacturers to be proactive about offering information to alleviate these concerns. This may include information about packaging materials, or ingredient sourcing, as well as sustainability initiatives.”
– Amanda Topper, Food Analyst

This report looks at the following areas:

- What packaging factors have the most impact on purchase?
- How can manufacturers alleviate consumer packaging concerns?
- How can packaging help products differentiate themselves?

Food product introductions featuring new packaging have grown strongly over the past five years as many manufacturers opted for repackaging their existing products to attract new audiences, rather than introduce completely new products. Shoppers are paying attention to product packaging materials, nutrition, and sustainability, and want as much information as possible prior to making a purchase. In turn, this will increase demand for packaging that is transparent, multifunctional, and features easy-to-read claims.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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