

## Beverage Packaging Trends - US - February 2014

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“New government regulations, fluctuating disposable income, and higher expectations for health and sustainability transparency are impacting the beverage packaging market. A balance of egoistic, altruistic, and ergonomic qualities is a must for successful packaging, with innovative ascetics allowing packaging to stand out.”  
– Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Do consumers expect sustainable packaging as a standard?
- Do consumers like the idea of recycling more than they want to act on it?
- Do consumers want to see alcoholic labeling?
- Health trends are driving labeling claims - what is in store for 2014?

The beverage industry is continuing to recover from the economic downturn. As beverage launches continue, so does consumers' knowledge about their drinks.

Consumers are becoming sleuths when shopping for beverages, checking health and nutrition information now more than ever. Interest in nutritional labels and ingredient statements is rising as consumers want to know what is healthful to them and why. Top claims are mirroring current trends, such as environmentally friendly, organic, and gluten-free. Environmentally friendly packaging preferences have skyrocketed as organizations and companies spread awareness about recycling. However, clear labeling is necessary for quick decision making, and the easy act of recycling is essential to get consumers to participate. Manufacturers must provide clear product information and reformulate beverage packaging to allow consumers to make fast, knowledgeable purchases, and to make recycling easier than throwing an empty vessel into the trash.

While packaging design may fall short of ergonomic and altruistic demands, keeping up with aesthetics is important. While consumers might not be specifically looking for aesthetic qualities, packaging that highlights the heritage and history of a brand, contributes to a feeling of “patriotism,” new shapes that update a brand, or interactive packaging will all help companies appeal to consumers on a personal level.

This report builds on the analysis presented in Mintel's Beverage Packaging Trends – US, February 2013, as well as the same title from January 2012, February 2011, and February 2010. The report also complements analysis presented in Packaging Trends in Food and Drink – US, March 2009 and Food and Drink Packaging Trends – US, April 2008.

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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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