

Beverage Packaging Trends: Spotlight on Beverage Labeling - US - February 2015

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“Beverage packaging options have a greater opportunity than ever to establish a rapport with the consumer and find a place as part of their daily lives. QR codes can allow manufacturers to communicate virtually directly to the consumer, a majority of whom want more information about the beverages they are buying.”
William Roberts, Jr., Senior Analyst – Food and Drink

This report looks at the following areas:

- Bio-based packaging could be the next stage of sustainability
- Opportunity in QR communications
- Ever-evolving claims

With beverage introductions leveling off after a strong rebound, which followed the economic downturn, manufacturers are dedicating resources to eco-friendly, biodegradable, and reusable designs to meet consumers’ most-pressing demands from their beverage packaging. However, a slow-to-fully-recover economy has many consumers placing price front and center in their beverage choice, regardless of brand or any package attribute.

Reaching those consumers will demand convenient, sustainable, and innovative packaging options, and notable introductions have incorporated bio-based materials and feature QR codes on-pack to communicate the beverage’s health, eco-friendly, and overall attributes.

This report builds on the analysis presented in Mintel’s *Beverage Packaging Trends – US, February 2014*, *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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National Association for PET Container Resources
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Institute of Packaging Professionals (IoPP)
International Council of Beverages Associations (ICBA)
International Society of Beverage Technologists
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World Packaging Organisation

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