

Beverage Packaging Trends - US - June 2019

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This report looks at the following areas:

- How many beverages are too many?
- Packaging is an afterthought
- Eco-fears are stoked and consumers are passing the buck
- Keep it clean in and on pack
- Get innovative, but keep the environment in mind
- Give consumers a way to do the right thing



"In the drink market innovations in packaging form, functionality and materials are important. Packaging falls low on the list of importance when choosing food and drinks. Key opportunities lie in innovations that help consumers link packaging to product integrity and nudge them into broader, personal engagement in sustainability."

- Mimi Bonnett, Director - Food and Drink, Foodservice

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