

Food Packaging Trends: Incl Impact of COVID-19 - US - July 2020

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This report looks at the following areas:

- The unique ways in which food packaging can meet the demands of COVID-19
- The role of food packaging in a time of economic insecurity
- Packaging factors that drive food choice
- The importance of environmental responsibility in food packaging

Consumers have a love-hate relationship with food packaging, but it's not one they're strongly aware of. Love seems reserved for function (resealability), but excitement and fun are unconscious drivers. Most instances of hate are reserved for unreliability. COVID-19 accelerated market trends calling for packaging shifts, namely the growth of ecommerce and the need for packaging that delivers the products we expect in the shape we expect them. The benefits of packaging can also meet the demands of an increased focus on health and sanitation. While environmental claims continue their decline among food launches, sustainability and responsibility will be necessary differentiators.



“Food packaging, the often-underappreciated element of food at retail, has a chance to shine within a marketplace and consumer base impacted by COVID-19, with 74% of consumers saying they prefer to buy products with packaging that will protect the contents from contamination.”

– **Beth Bloom** – Associate Director, US Food and Drink Reports

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