

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Innovation has made beverage packaging a key feature of new product launches. Packaging innovation can be an especially effective way to engage with key consumers groups. Challenges lie in creating distinctive packaging in this crowded industry and meeting consumer expectations for informative labeling without overwhelming them."

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- New packaging a growing share of product launches
- Claim game is getting intense
- Consumers have high expectations for beverage labeling

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

New packaging a growing share of product launches

Figure 1: Non-alcoholic beverage launches, by launch type, 2013-18*

Claim game is getting intense

Figure 2: Non-alcoholic beverage launches, by type of claim, 2013-18*

Consumers have high expectations for beverage labeling

Figure 3: Label communication, for those 18-34 and parents, April 2018

The opportunities

Packaging can influence many of the top factors driving purchase

Figure 4: Important factors for beverage choice, April 2018

Packaging innovation in format and design can motivate higher spending

Figure 5: Impact of packaging format/design, for 18-34-year-olds and parents, April 2018

Interest is high in unique packaging, diverse formats, waste reduction

Figure 6: Attitudes towards beverage packaging, for 18-34-year-olds and parents, April 2018

What it means

The Market – What You Need to Know

Product launch growth in chilled, RTD

Claims show shift to BFY options

Traditional supermarkets top channel

Taste, cost and health are key factors driving purchase

Market Factors

Labeling legislation change is opportunity for rethinking packaging

Juice introductions come on strong

Figure 7: Share of non-alcoholic beverage launches, by category, 2013-18*

Chilled storage launches grow, show trend towards fresh BFY drinks

Figure 8: Non-alcoholic beverage launches, by storage type, 2013-18*

Natural, ethical, eco-friendly and “free-from” claims on the rise

Figure 9: Non-alcoholic beverage launches, by claim, 2013-18*

Traditional supermarkets and mass merchandisers are leading channels

Figure 10: Shopping channel – Beverage purchase, April 2018

Majority of drink purchases on non-refrigerated aisles

Figure 11: Store sections shopped – Drink purchase, April 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Taste, cost and health are top three factors driving purchase

Figure 12: Important factors in beverage purchase, April 2018

Key Players – What You Need to Know

- New packaging integral to growing share of product launches
- Limited editions, special promotions, and recipes featured on packaging
- Growth in private label packaging, across range of categories
- Cans – especially slimline – used for growing share of new products
- Glass bottles popular in BFY and premium packaging
- Customization and artistic promotion
- Inspiration from alcoholic beverages

What's Working?

New packaging is integral feature to growing share of product launches

Figure 13: Non-alcoholic beverage launches, by launch type, 2013-18*

Streamlined looks

Designs with tighter focus on a key feature

Repackaging brings familiar brands and beverages to new sizes and formats

Co-branding and promotional activity

Figure 14: Do More with 7UP – Taco Tuesday, 2018

Private label offerings offer premium packaging and quality products

Figure 15: Non-alcoholic beverage launches, for branded and private label 2013-18*

Cans grow in popularity for new product launches

Figure 16: Non-alcoholic beverage launches, by packaging type, 2013-18*

Slimline cans stand out as fast-growing format

Figure 17: Non-alcoholic beverage launches, by slimline can, 2013-18*

Retro bottles, labels in premium and health-focused lines

Eco-friendly and ethical brand positioning

What's Struggling?

Challenges to PET bottles, with declining usage in new product launches

Figure 18: Non-alcoholic beverage launches, by packaging material, 2013-18*

Cartons/pouches used in fewer new launches, but have growth potential

What's Next?

- More opportunities for personalization, artistry and social advocacy
- Coke's personalized bottles embody customization trend warranting development
- Packaging to share and promote arts
- Sprite's Cold Lyric series affirms brand association with hip-hop culture
- Alcoholic beverage category points the way with packaging innovations
- Inspiring, unique design innovation seen in wine and beer labels
- Secondary packaging can be used as drink coolers

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Thermochromic ink has potential for practical, playful packaging
 Innovative eye-catching bottle shapes seen in global marketplace
 Reclosable aluminium bottles may expand use of metal further

The Consumer – What You Need to Know

Demographic factors shape where consumers buy their drinks
 Younger consumers drink “on the go,” care more about packaging
 Majority prioritize expiration date, ingredients and calories
 See-through packs associated with quality, health and trust
 Packaging can propel purchase, but failure drives avoidance
 About a third are interested in unique packaging, waste reduction

Where Consumers Purchase Drinks

Younger shoppers favor mass merchandisers, convenience stores
 Figure 19: Retail channel used – Drink purchase, by age, April 2018

Older shoppers buy from shelf, younger ones from refrigerated cases
 Figure 20: Store sections shopped – Drink purchase, by age, April 2018

Supermarkets and club stores favored by more-affluent shoppers
 Figure 21: Retail channel used – Drink purchase, by household income, April 2018

Least affluent often buy on the go via refrigerated cases at checkout
 Figure 22: Store sections shopped – Drink purchase, by household income, April 2018

Parents shop widely at mass merchandisers and online retailers
 Figure 23: Retail channel used – Drink purchase, by parental status, April 2018

Parents shop for drinks throughout the store
 Figure 24: Store sections shopped – Drink purchase, by parental status, April 2018

Those prioritizing BFY qualities over-index for natural grocery stores
 Figure 25: Retail channel used – Drink purchase, for those who prioritize BFY drink factors, April 2018

Shoppers of BFY drinks find them in store perimeter, refrigerated cases
 Figure 26: Store sections shopped – Drink purchase, for those who prioritize BFY drink factors, April 2018

Important Factors to Beverage Purchase

Younger consumers drink “on the go,” care more about packaging
 Figure 27: Important factors in beverage purchase, by age, April 2018

Women more likely than men to seek healthy and all natural beverages
 Figure 28: Important factors in beverage purchase, by gender, April 2018

Income shapes importance given to cost, health and brand
 Figure 29: Important factors in beverage purchase, by age, April 2018

Being able to drink “on the go” is key for parents
 Figure 30: Important factors in beverage purchase, by age, April 2018

Asians interested in fresh, healthy ingredients
 Figure 31: Important factors in beverage purchase, by race, April 2018

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Weight given to cost, convenience and packaging vary with retailer choice

Figure 32: Important factors in beverage purchase, by retailer, April 2018

Natural grocery store shoppers value factors beyond taste and cost

Figure 33: Important factors in beverage purchase, for natural grocery store shoppers, April 2018

Label Communication

Expiration date, ingredients and calories are top of mind

Figure 34: Label communication, April 2018

Women more attentive to a range of factors, especially health related

Figure 35: Label communication, by gender, April 2018

Calories and sugar of greater concern as users age

Figure 36: Label communication, by age, April 2018

Parents are attentive to functional benefits and vitamins

Figure 37: Label communication, by parental status, April 2018

Expiration date is especially important among those who buy large formats

Figure 38: Label communication on expiration date, by factors prioritized in beverage choice, April 2018

Organic and eco-friendly shoppers expect more from labels

Figure 39: Label communication, for organic shoppers and environmentally responsible shoppers, April 2018

Shoppers motivated by packaging value brand story, claims and benefits

Figure 40: Label communication, for those who place primacy on packaging, April 2018

Ingredient Depictions On-pack

Correspondence analysis

See-through packs associated with quality and trust

Figure 41: Correspondence analysis – Perception of drink label attributes, April 2018

Figure 42: Perceptions of drink label attributes, April 2018

Younger consumers and parents find range of packaging more appealing

Figure 43: Perception of drink label attributes – Without image of ingredients, by age, April 2018

Figure 44: Perception of drink label attributes – Without image of ingredients, by parental status, April 2018

Consumers under 44 seek visual cues

Figure 45: Perception of drink label attributes – For different types of packaging, for 18-44-year-olds, April 2018

See-through bottles and photos engage parents, non-parents alike

Figure 46: Perception of drink label attributes – Photo of ingredients, by age, April 2018

Impact of Packaging Format/Design

Packaging can propel purchase, but packaging failure drives avoidance

Figure 47: Impact of packaging format/design, April 2018

Packaging more likely to shape purchase among those 18-34

Figure 48: Impact of packaging format/design, by Age, April 2018

Packaging can have significant influence on parent purchases

Figure 49: Impact of packaging format/design, by parental status, April 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beverage Packaging Trends - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Attitudes and Behaviors towards Packaging

About a third are interested in unique packaging, waste reduction

Figure 50: Attitudes towards beverage packaging, April 2018

Younger consumers more engaged by unique packaging, different sizes

Figure 51: Attitudes towards beverage packaging, by age, April 2018

Less-affluent consumers seek unique packaging, smaller formats

Figure 52: Attitudes towards beverage packaging, by household income, April 2018

Parents buy larger formats and are motivated by unique packaging

Figure 53: Attitudes towards beverage packaging, by parental status, April 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Direct marketing creative

Methodology – Correspondence analysis

Abbreviations and terms

Abbreviations

Terms

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com