



Food & Beverage Packaging Innovation

Industry Study #3736 | June 2019



This report analyzes shifting and emerging trends in US food and beverage packaging, in particular on new forms of packaging used by marketers and consumer attitudes and behaviors regarding food and beverage packaging. Included are packaging innovations from around the world, but the focus is on how innovation will shape the US packaging market. The study presents historical data (2008, 2013, 2018) and forecasts for 2023 for food and beverage containers, US e-commerce sales, global e-commerce packaging, active and intelligent packaging, and packaging material mix. In addition, consumer attitudes and behavior concerning packaging and recycling from proprietary Freedonia US national consumer surveys are presented.

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Report Link: <https://hubs.ly/H0jWQI40>

Table 2-3 | Converted Flexible Food & Beverage Packaging Demand by Market, 2008 – 2023 (million dollars)

Item	2008	Food & Beverage Packaging Innovation Trends	
Food & Beverage Shipments (bil \$)	704.7	Improving the sustainability of packaging can help brands build a reputation for environmental friendliness	Key Packaging Product Trends: <ul style="list-style-type: none"> • High convenience & efficiency • Good environmental profile • Connected & interactive • Suitable for e-commerce
\$ pkg/000\$ food & beverages	14.5		
Converted Flex Food & Bev Packaging	10244	Established packaging technologies expand to new food & beverage applications	Selected Products with Opportunities for Growth: <ul style="list-style-type: none"> • Lightweight products • Fully recyclable flexible packaging • Smart labels & intelligent packaging that better communicates product quality information • Child-resistant & other regulation-compliant packaging for edible cannabis & CBD products • Resealable closures for multiple-serving packages
Meat, Poultry, & Seafood	1586		
Baked Goods	1180		
Snack Food	1100		
Produce	1004		
Candy & Confections	877		
Pet Food	826		
Dairy Products	808		
Frozen Food	769		
Beverages	412		
Grain Mill Products	477		
Other Food Products	1205		

