

**MINTEL**

**GLOBAL**

# **PACKAGING TRENDS**



Global politics, corporate ethics, regional laws and consumer mindsets clash and coalesce to create new challenges and opportunities for packaging in 2023.

**2023**



# Editors' Note: Packaging from a PESTEL perspective

Using PESTEL analysis—a framework used to analyse and monitor the macro-environmental factors that have an impact on an organisation, company or industry—we have examined the Political, Economic, Social, Technological, Environmental and Legal factors impacting global packaging evaluations, planning and decision-making. We then identified the threats and opportunities companies, brands and manufacturers need to be aware of in 2023 and beyond.

This analysis has then been applied to Mintel's 2023 **Global Food and Drink, Beauty and Personal Care** and **Household Care Trends**, where we've shared our insights on what the future of packaging holds. We've also shared our recommendations on what companies, brands and manufacturers in these industries should do to grow their businesses, centred around three key approaches: act purposefully and resourcefully, take accountability for social issues and leverage technology logically.

To learn more about Mintel's 2023 Global Packaging Trends and how they apply to your business, Mintel clients should speak with their Account Manager. If you're not a Mintel client, **visit [mintel.com](https://www.mintel.com) to get in touch**. We look forward to hearing from you.



**DAVID LUTTENBERGER**  
CPPL, Global Packaging Director



**DR BENJAMIN PUNCHARD**  
Global Packaging Insights Director

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# Mintel GNPD

The definitive source to track and analyse global product innovation.

## WHAT IT IS

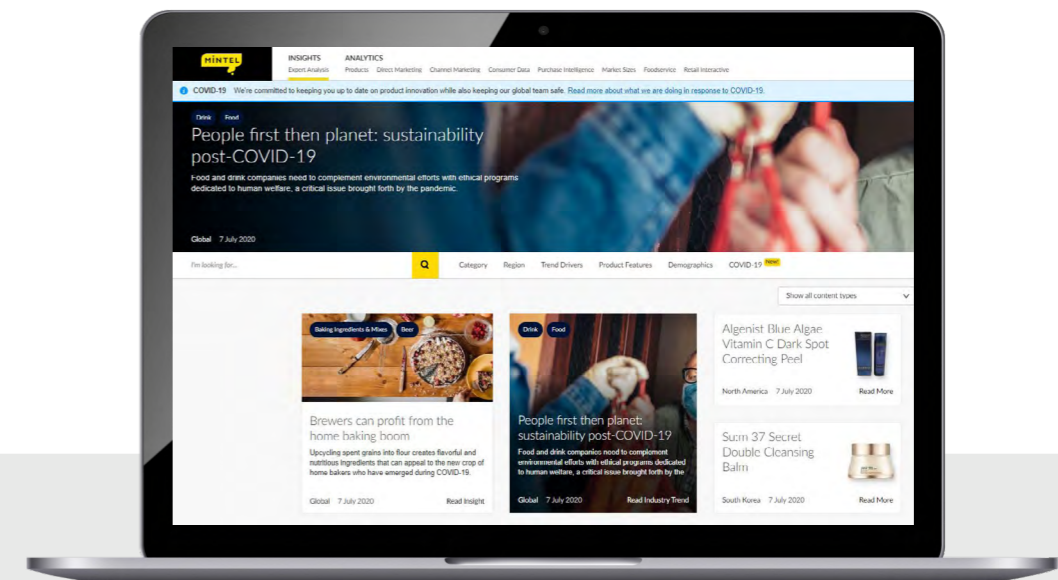
A searchable database with more than 40,000 new FMCG product launches every month across 86 markets.

## WHAT IT COVERS

Analysis and recommendations on what's happening now and what will happen in food science, specialised nutrition, patents, claims, ingredients, packaging and applications.

## HOW IT HELPS

- 01 Identify future opportunities by understanding how product innovation is evolving and why.
- 02 Make better decisions faster by keeping informed on what's happening across your category and market.
- 03 Gain competitive advantage by seeing what your competitors are doing and how global trends are evolving.



**40,000+ new product launches every month**

**80+ fields of information for each product**

**46 categories and 273 sub-categories**



PART ONE

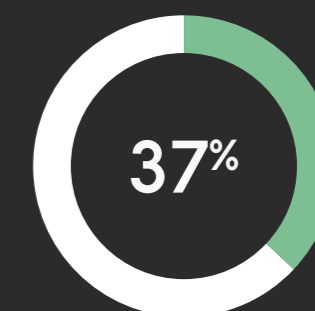
# PESTEL Analysis of the state of Packaging

## 01 Political Factors

The conflict in Ukraine continues to negatively affect trade and international relationships. Meanwhile, OPEC's stranglehold on crude oil production is putting a pinch on consumers' purchasing power.

Instability among major governments' leadership and the potentially worrisome November 2024 US Presidential Election cast a long shadow over the global political picture. The threat of a global recession looms large.

While the global COVID-19 pandemic is easing in much of the world, the extreme political polarisation it created, including quarantine and vaccine mandates, has created divisions among consumers that will linger.

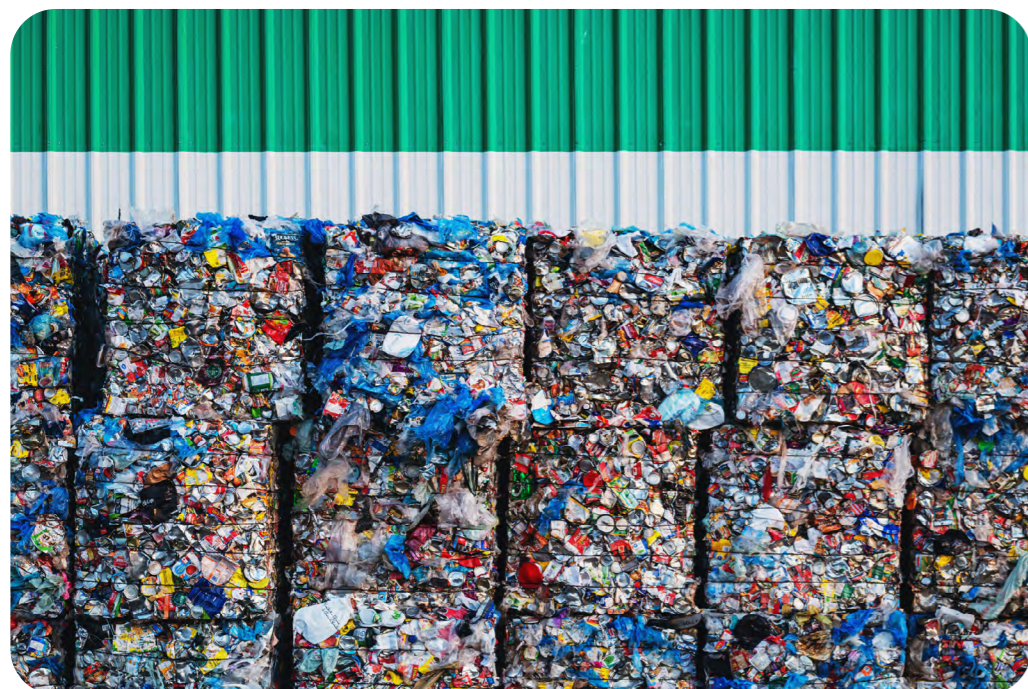


of Americans say they have lost friends due to conflicting political beliefs.

Source: Mintel Consulting 2022 Sustainability Barometer

## Brands and package manufacturers must get ahead of legislation

Legislators are increasingly confident in using legislation to drive environmental change and nudge consumers towards healthy consumption behaviours. However, brands and package manufacturers must get ahead of this legislation.



### Invest in recycling infrastructure

Mirroring consumer concern over plastic pollution, legislators are looking to ensure plastic waste is kept and recycled domestically. For example, in the UK, Members of Parliament have called for a complete ban on the export of plastic waste by 2027.

Source: iStock

### Prepare for deposit systems

Governments are looking to deposit return schemes (DRS)—which add cost at the point of sale—to increase the quantity of used packaging returned for recycling. For example, Finland claims that more than 90% of bottles and cans purchased in the country in 2020 were returned for recycling.

Source: Pekka Sakki/Lehtikuva via finland.fi



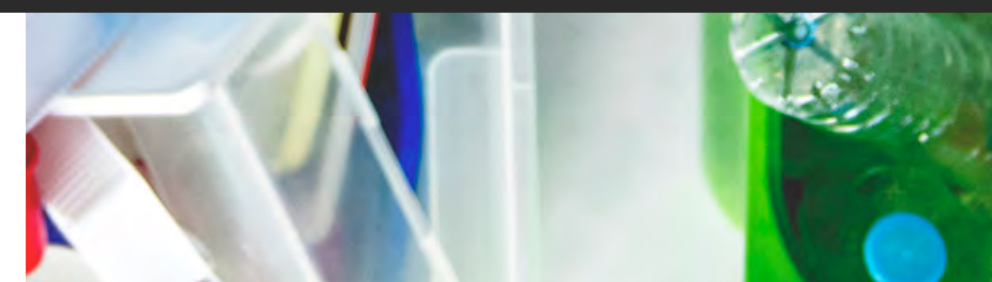
## What Political Factors mean for packaging

### 2023: Prepare for regulatory increase

From nudging consumers into better consumption habits to increasing collections of recyclable packaging, legislators are looking to harness the power of legislation to affect social and environmental change.

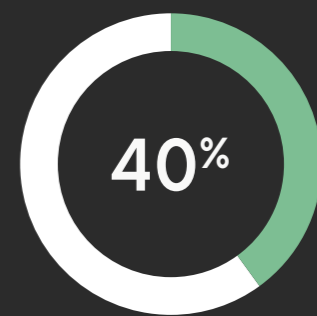
### 18 months-2 years: Consumers won't sit idly by

Consumers will grow weary of the additional inconvenience and/or cost associated with initiatives such as deposit schemes. This means package manufacturers, brands and retailers must invest in technologies, processes and systems that show greater value without passing along costs to consumers. At the same time, maintaining or increasing the levels of convenience associated with recycling and end-of-life packaging schemes.



## 02 Economic Factors

The global economy is in flux. Supply chain issues linger, labour shortages persist and inflation is rising. This economic uncertainty and the associated rising cost of goods have forced consumers to rethink budgets and discretionary spending, creating the need for more value-based options.



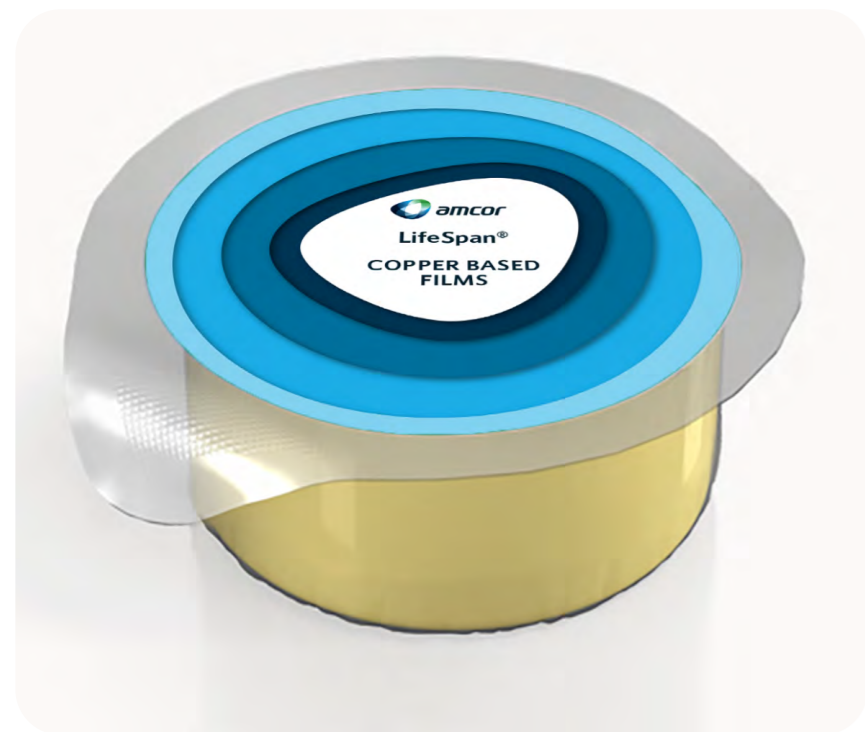
40% of Brazilians say the phrase, 'I have a budget that I try to stick to' describes them well.

Source: Mintel Global Consumer, The Holistic Consumer, September 2022



## Combining the economics of product and packaging

Across categories, brands are tapping messaging, technology and retail strategies to show consumers how packaging can stretch a budget.



### Mining new value

Amcor LifeSpan® Copper Based packaging film (currently available in Latin America) contains copper microparticles that ionise to inhibit the development of microorganisms inside the packaging and help increase shelf life up to 250%, thus reducing food waste and purchasing dollars.

Source: Amcor.com

### Keeping value in the brand family

The 500ml Ala Matic Jabón Líquido para Ropa para Diluir (Fabric Liquid Soap to Dilute) from Unilever yields three litres of detergent, sufficient for 30 loads, and a savings of up to 20% versus the price for the same brand in a standard three-litre bottle.

Source: Mintel GNPD



## What Economic Factors mean for packaging

### 2023: Guide consumers toward value

On the heels of the global pandemic, markets have been rocked by rising food and fuel prices. With double-digit inflation common among G20 nations, consumers will look to brands to help them overcome economic-induced stresses with products and packaging that mesh with purchasing abilities and reflect value without compromise.

### 18 months-2 years: Help consumers maximise resources

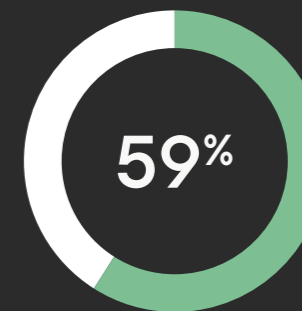
As national economies remain strained, the opportunity to present consumers with packaging that represents financial value propositions, while not compromising quality, convenience, freshness, safety and environmental responsibility will be a differentiator at the point of sale.

## 03 Social Factors

Consumers are less trusting—of companies, governments and institutions—than ever before, and are less likely than ever to take brands at their word when they say they're doing the right thing.

With growing concerns about a range of issues, from food availability and ethical sourcing to equitable pay and responsible use of water and land, consumers want to know more about the products they buy and the brands they're buying from.

In addition to spotlighting their achievements and strengths, brands and package manufacturers have to be more transparent about their weaknesses and how they plan to address them. Consumers are pursuing transparency through clearer labelling and, specifically, what labelling claims mean for the greater good.

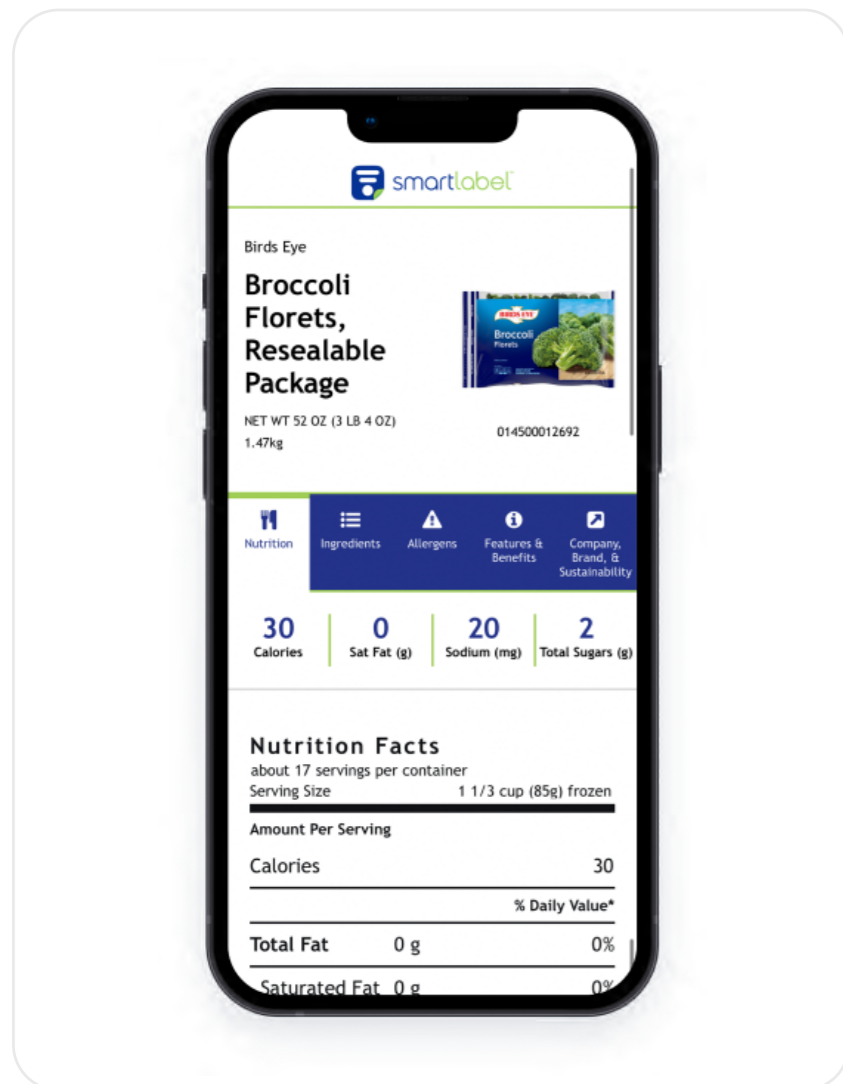


of Mexican consumers say the statement, 'I find myself wanting to learn more about brands, social matters, etc.', describes them well.

Source: Mintel Global Consumer, The Holistic Consumer, September 2022

## Packaging becomes the messenger for socially responsible initiatives and actions

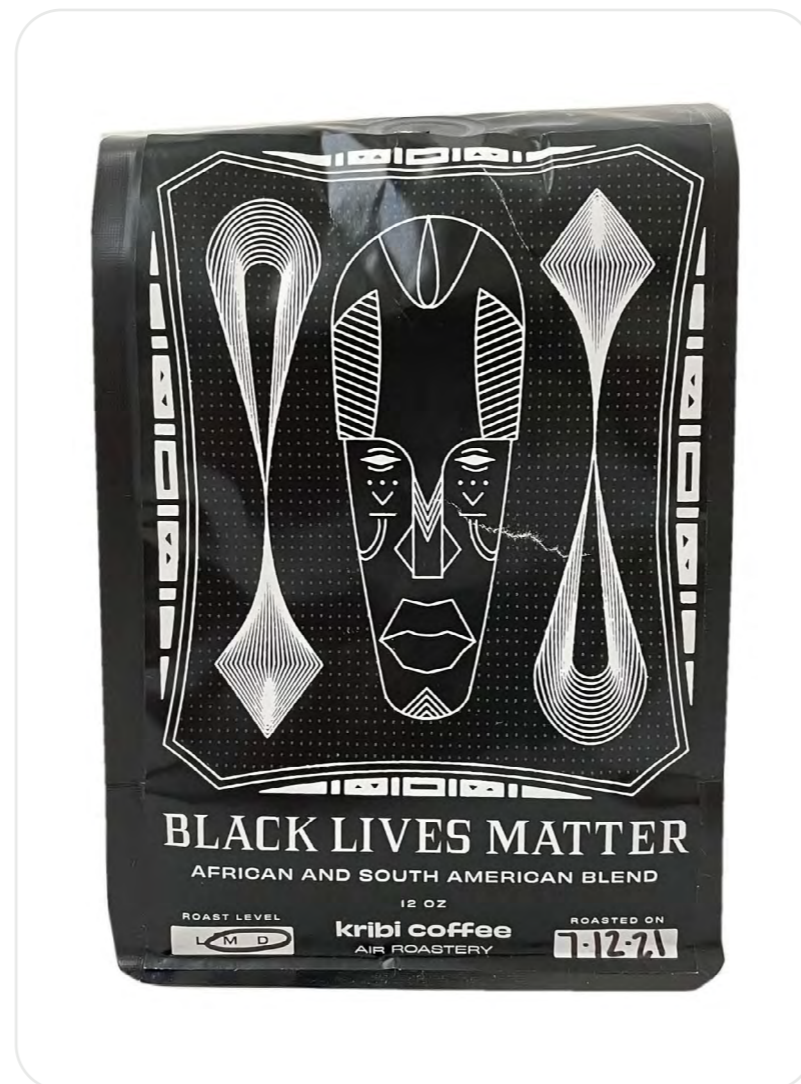
Whether targeting environmental, social or human conditions, brands are tapping on-pack messaging to communicate their ethos toward social responsibility.



### Protect health and immunity

The COVID-19 pandemic brought a new urgency to healthy eating and supporting the immune system. In the US, SmartLabel is a platform where shoppers can look up thousands of products to learn information that can't fit on a package, including ingredient definitions and safe handling instructions.

Source: smartlabel.org



### Recognise the individual

One dollar (USD) from every purchased bag of Kribi Coffee's Black Lives Matter Blend is donated to Tutoring Chicago, an organisation with the mission of empowering economically disadvantaged students through education.

Source: Mintel GNPD

## What Social Factors mean for packaging

### 2023: Be transparent

It's time to stop making commitments to change 'at some point' in the future. Brands and packaging manufacturers must provide clarity about the responsible actions that are being/will be taken and the benefits they deliver. Be honest and transparent about the challenges and obstacles when delivering the 'perfect' package.

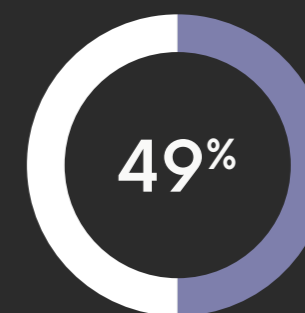
### 18 months-2 years: Take a stand

Packaging paints a picture of a brand's equity, which increasingly includes social and environmental capital. Consumers want to hear what retailers, brands and package manufacturers have to say on controversial topics related to diversity, inclusion and equity.

## 04 Technological Factors

Consumers are becoming fatigued as a result of the fast pace of daily life, increased use of technology and having to move from crisis to crisis. The rapid advance of technology is leaving some consumers unconvinced of its actual benefit—specifically the Metaverse, NFTs and cryptocurrency—which can make them feel disengaged.

On the other hand, driven by curiosity, excitement and a desire to be informed and entertained, many consumers are spending increased amounts of time on the internet. Whether it involves developing their personal brand, entrepreneurial projects, socialising or gaining a better understanding of environmental issues, consumer expectations are creating a demand for increased immersion. Digital experiences are rapidly expanding to include social media, artificial intelligence (AI) and the Metaverse, especially as a means of content consumption and entertainment.



of Indian consumers who participate in beauty communities say they enjoy connecting with other members of a brand community on a digital platform.

Source: Mintel, Future Forward Leadership Strategic Brief: Community, 2022

## Packaging technologies enable and support more intelligent, informed and convenient use occasions

Brands and package manufacturers are marrying materials, components and digitally-enhanced technologies to create next-generation purchase and use experiences.



### Personal and environmental health

French liqueur company Pernod Ricard has developed a digital label system that allows consumers to access information on nutritional values and responsible alcohol consumption guidance.

Source: [packagingeurope.com](http://packagingeurope.com)



### Optimised for social media

US plant-based snack brand Harvest Snaps used an on-pack QR code on its Baked Green Peas Snack to engage younger consumers by enabling them to create their own snack-inspired music directly through TikTok.

Source: [packagingeurope.com](http://packagingeurope.com)

## What Technology Factors mean for packaging

### 2023: Focus on functionality

The high occurrence of QR codes throughout the COVID-19 pandemic has lowered the usage barrier of this technology. However, avoid the temptation to dazzle with interactivity that delivers nothing beyond a gimmick. Consider how smart packaging can add value by providing the right information/support at the right moment.

### 18 months-2 years: Align with the influencers

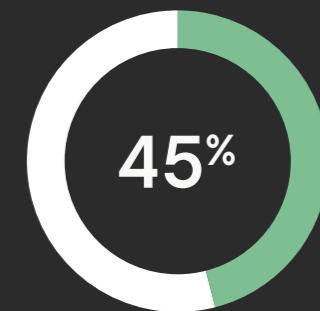
As consumers increasingly shop online and directly through social media, consider how packaging design can appeal to the influencer. Be agile enough to respond to viral memes and trends, getting limited edition pack designs and functionalities to market before the consumer moves on to something new.

## 05 Environmental Factors

Climate change is the defining global threat today, with consequences that are fueling environmental degradation, natural disasters, weather extremes, food and water insecurity, economic disruption, conflict and terrorism.

While as many as 70% of global consumers are convinced there is still time to save the planet, according to **Mintel Consulting's 2022 Sustainability Barometer**, more than half say responsibility for doing so falls on manufacturers and governments rather than on themselves. As these issues are increasingly put in front of consumers, brands must provide climate-friendly consumption choices, and manufacturers must provide packaging alternatives, both of which are easy to understand and actionable for consumers.

These decisions will increasingly be made based not on individual sustainability comparisons, but on the larger impact of carbon and how consumers can reduce the total carbon footprint of their lifestyles and purchasing decisions.

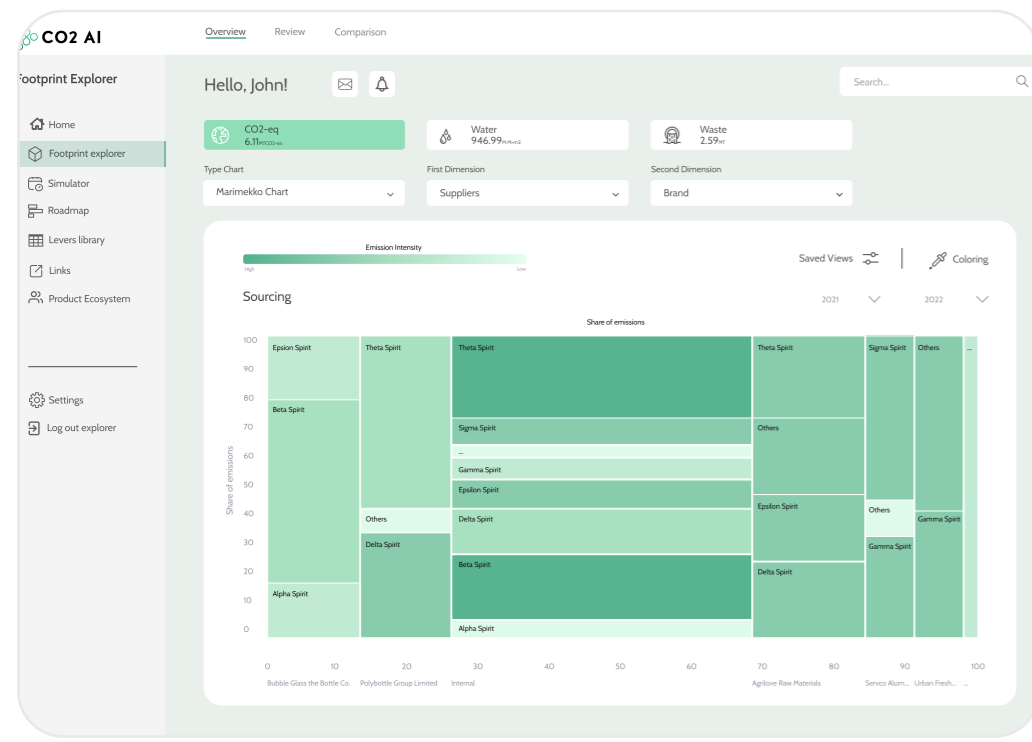


of Australian consumers rank climate change and global warming among their top three environmental concerns.

Source: Mintel Consulting 2022 Sustainability Barometer

# Packaging is just one component in complex circular economic strategy

Technological innovations and social responsibility will converge with eco issues and force brands and package manufacturers to create a singular umbrella strategy.



### AI gets real

CO2 AI—the award-winning innovation from Boston Consulting—is an AI-powered digital solution that enables retailers, e-retailers, brands and package manufacturers to quantify emissions and then provide solutions to reduce them at scale.

Source: co2ai.com

### Packaging becomes UN-ited

Brands and package manufacturers are tagging eco and social efforts to the UN Sustainable Development Goals (SDGs), which are 17 interlinked global goals designed to be a 'shared blueprint for peace and prosperity for people and the planet'.

Source: un.org



# What Environmental Factors mean for packaging

## 2023: Recycling is crucial

Despite global recycling systems being broken, recycling remains the most understood and actionable (if not effective) means for consumers around the world to do something they believe to be better for the environment.

## 18 months-2 years: Explain actions and results

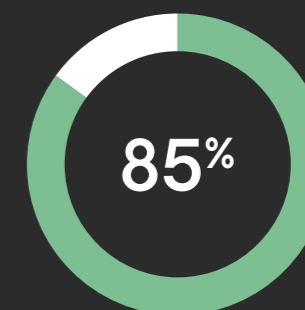
There is no excuse for a lack of transparency—especially third-party validated transparency—and no substitute for it.



## 06 Legal Factors

A myriad of national, federal and local laws have been enacted to protect consumers from unfair, deceptive or fraudulent business practices. In recent years, more rules and restrictions have been created to protect the health and safety of consumers, accelerated by the COVID-19 pandemic. In addition, new rules around the use of plastics and materials that contribute to pollution, as well as human and planetary health, will affect consumers. Across the United States, for example, plastic bag, extended producer responsibility (EPR) and per- and polyfluoroalkyl substance (PFAS) laws are being enacted and enforced.

Key regulatory issues affecting businesses and consumers include: health and safety, workplace safety, cybersecurity, paid leave, retirement, tax changes, healthcare reform, pay equity, worker classification, and employee privacy.



85% of Chinese consumers say they are prepared to boycott companies that behave unethically.

Source: Mintel Global Consumer, The Holistic Consumer, September 2022



## Legislators turn to taxes and bans to drive change where 'self-regulation' has failed

PFAS chemicals have been targeted, particularly in foodservice packaging, as media interest, and (as a result) consumer concern grows over these 'forever chemicals'.



### Extend responsibility

In the UK, EPR laws are expected to take effect in 2024, whilst packaging producers across England will be required to begin data collection from March 2023.

Source: iStock

### Plastic taxes and PFAS bans

In 2021, the US Congress proposed a national excise tax to levy a \$.20 per pound fee on virgin plastic used to make single-use plastics. From January 2023, the sale or distribution of food packaging containing PFAS chemicals at or above 100 ppm is banned in the US state of California.

Source: Getty



## What Legal Factors mean for packaging

### 2023: Listen, learn, act

A firm grip on current legislation, its origins and what's in the crosshairs of legislators, particularly around plastics, PFAS, and EPR, will enable brands and package manufacturers to get one step ahead and not be caught off guard.

### 18 months-2 years: Expect more of the same

No doubt consumers will rally behind legislation that, on the surface, appears to benefit the environment. Consumer support will spur additional bans which will put significant cost pressures on manufacturers in their quest to meet mandates and find suitable, though more costly, alternatives.





PART TWO

# Packaging perspective on Intel's 2023 Global Trends

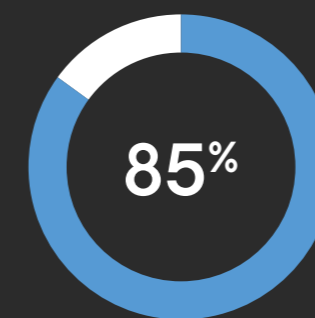
## 01 Food and Drink

Reassurance will be a key theme to connect with consumers who continue to be challenged to adapt to a precarious world, according to Mintel's 2023 Global Food and Drink Trends. Although costs of living are rising across markets, consumers will not be motivated solely by low prices in 2023. They will find value in affordable food and drink that promises clarity, nutrition and versatility. This means package manufacturers must enable clear communication of added-value nutritional content and provide efficient portioning and product preparation, whilst still encouraging value-conscious consumers to take pleasure in food and drink.

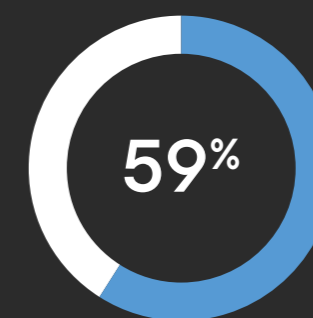


### Arm consumers with the know-how to deliver nourishing meals amid fluctuating finances and rising energy costs

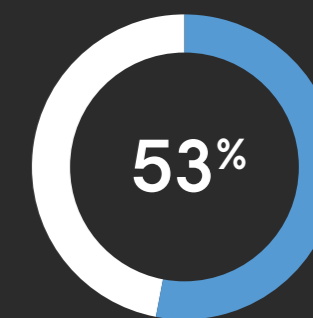
Adults across markets want to consume more nutritious products. Brands that offer affordable nutrition, with low preparation costs, will stand out as good value for money.



of Malaysian adults say they have been affected by increases in food and drink prices as a result of inflation.



of Italian adults report energy saving as a social and environmental issue of importance.



of Brazilian adults say they aspire to consume more nutritious food/drink (eg products packed with vitamins and minerals).

Base: 1,000 Malaysian internet users aged 18+; 1,000 Italian internet users aged 16+; 1,000 Brazilian internet users aged 16+. Source: Mintel Global Consumer, The Holistic Consumer, September 2022; Mintel Global Consumer, Food and Drink, March 2022

### Clear and simple communication will be essential to connect with fatigued consumers

Brands will need to help consumers become even more flexible in the kitchen, both with the ingredients they use and ways to cook them.



#### Inspire consumers to embrace 'new' cooking methods

Shoprite Ready to Cook Chicken in South Africa can be prepared in the oven, air fryer or microwave.

Source: Mintel GNPD



Source: Mintel GNPD (June 2022)



Source: Mintel GNPD (January 2022)

#### Pare down to connect with overwhelmed shoppers

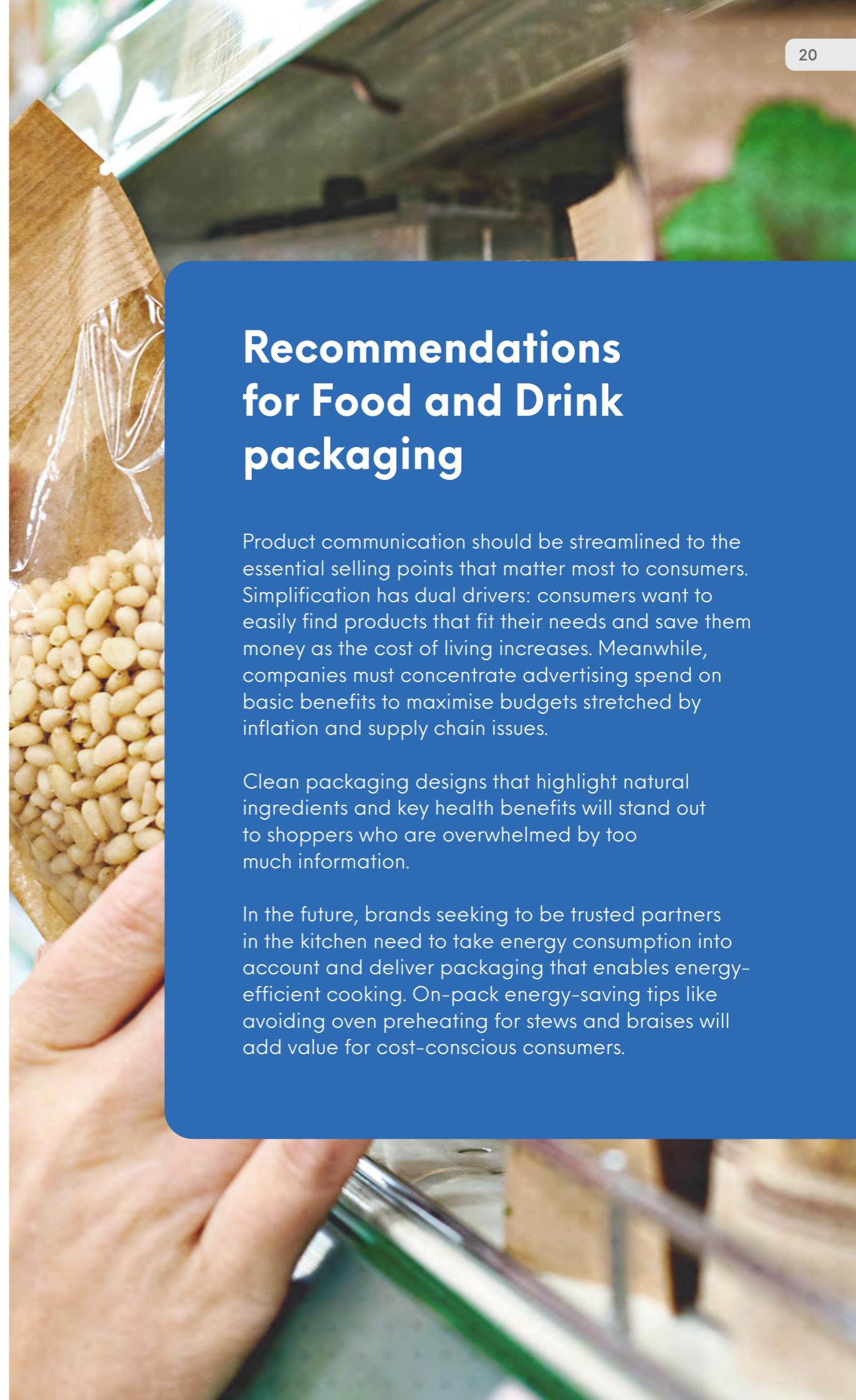
Bagrry's Muesli in India simplified its June 2022 packaging design compared with a January 2022 design.

## Recommendations for Food and Drink packaging

Product communication should be streamlined to the essential selling points that matter most to consumers. Simplification has dual drivers: consumers want to easily find products that fit their needs and save them money as the cost of living increases. Meanwhile, companies must concentrate advertising spend on basic benefits to maximise budgets stretched by inflation and supply chain issues.

Clean packaging designs that highlight natural ingredients and key health benefits will stand out to shoppers who are overwhelmed by too much information.

In the future, brands seeking to be trusted partners in the kitchen need to take energy consumption into account and deliver packaging that enables energy-efficient cooking. On-pack energy-saving tips like avoiding oven preheating for stews and braises will add value for cost-conscious consumers.



## 02 Beauty and Personal Care

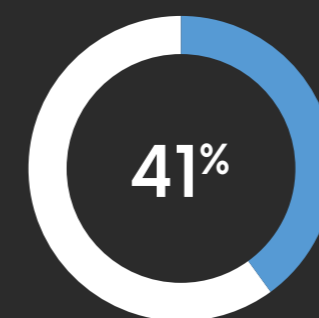
Beauty is intended to be uplifting and can contribute to a post-pandemic trend of self-care that includes sexual wellness, the hormone journey and wellness for every life stage, according to Mintel's 2023 Global Beauty and Personal Care Trends.

The beauty category can be traditional, exciting, glamorous, chic, engaging and fun—and it is often left to packaging to communicate those emotional ties. But post-pandemic consumers are also seeking experimentation, social responsibility and value from brands in traditional retail venues, as well as online. This means package manufacturers must deliver physical, emotional, visual, digital and environmental attributes that mesh with beauty and personal care consumers' changing lifestyles and purchasing capabilities to remain fresh and relevant.

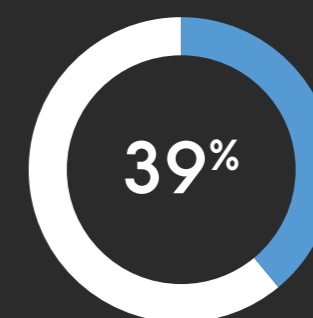


### Consumers are more careful about when, how and why they spend on beauty and personal care products

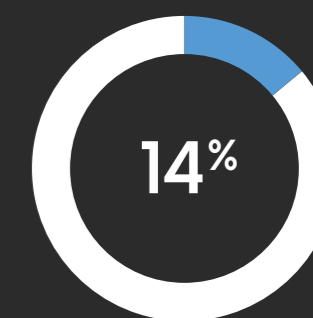
Consumers are seeking to learn more about products, brands and packaging so they can make informed purchasing choices.



of Brazilian consumers say they prefer to be associated with companies/brands that align with their values.



of Indian consumers say a beauty/grooming product with unique/well-designed packaging has triggered them to make an impulse purchase.



of US consumers say they would spend leftover money—after bills and 'needs' were taken care of—on beauty products.

Base: 1,000 Brazilian internet users aged 16+; 1,000 Indian internet users aged 18+; 1,000 US internet users aged 18+. Source: Mintel Global Consumer, The Holistic Consumer, September 2022; Mintel Global Consumer, Beauty, Personal Care and Household, September 2022w

## Package innovations, engagements, and messaging reflect changing consumer attitudes

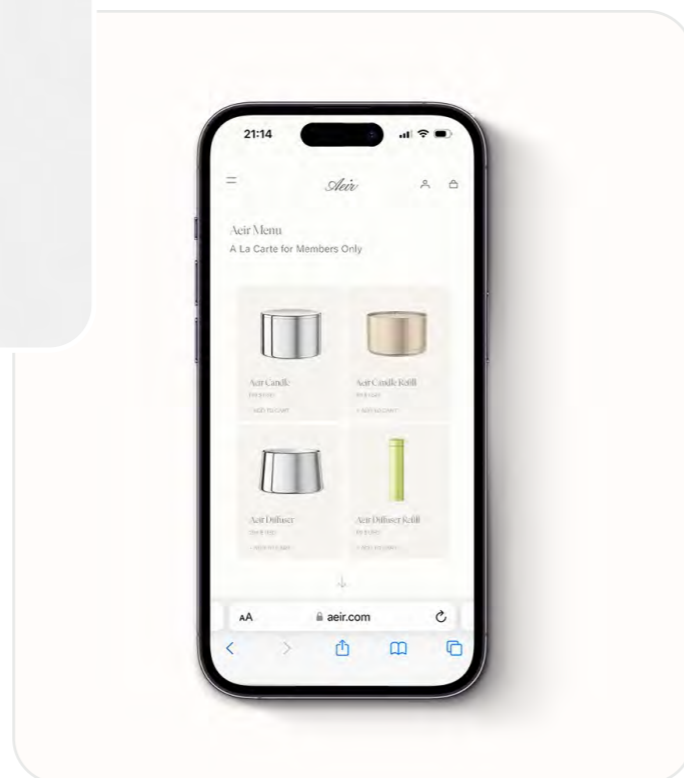
Form, function, fun and finances (or lack thereof) are defining the next generation of beauty and personal care products, brand ethos and packaging.



### Out-of-this-world beauty and functionality

Luxury brand Aeir in the US has an aluminium fragrance refill pack that uses advanced coatings from NASA to aid zero-waste dispensing. The refill is supported by a Web3-ready subscription platform with Apple Wallet integration and tap-to-collect functionalities via NFC technology.

Source: aeir.com



### 'Air' apparent to BPC e-commerce package innovation

To combat damage and premature dispensing of viscous beauty and personal care products within the e-commerce supply chain, Proctor & Gamble in China has introduced the Air Capsule e-commerce pack. The ultra-light-weight PE (polyethylene) pouch replaces traditional barrier laminate films and its mono-material structure enables 100% recyclability.

Source: Proctor & Gamble



## Recommendations for Beauty and Personal Care packaging

The beauty and personal care space has historically been one that consumers migrate towards when faced with stress and upheaval. In parallel with consumers' desire to be more informed, the opportunity to leverage communication between brands and customers to drive engagement has never been greater.

Packaging—whether through eco-responsible structures and materials, dispensing systems that ensure near- or 100% product evacuation, messaging about eco-attributes or messaging that communicates a brand's core values—remains not only a constant but an integral part of the BPC consumer experience.

Companies, brands and package manufacturers must create strategies and embrace next-generation package technologies that connect with consumers at retail, at home, and in any/all channels they prefer.



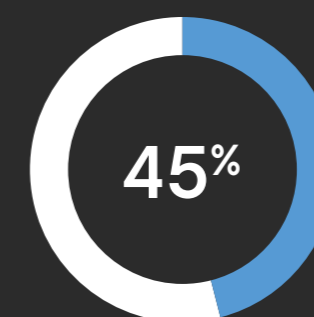
## 03 Household Care

The fixation on safety and hygiene during the pandemic has mostly given way to personal and planetary wellness, according to Mintel's 2023 Household Care Trends. Within the household product category, the inward focus on one's self and the planet has become intertwined with saving money. That triad of forces has created new product and packaging challenges, as well as opportunities, that, in harmony, must redefine the definitions of responsibility and value.

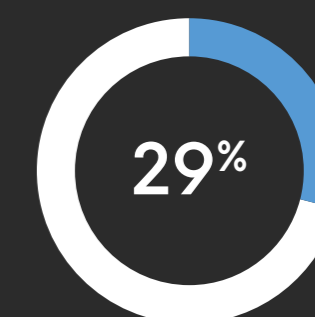


### Price and performance matter among household products and packaging, but not in any specific order

While price remains relevant, consumers are seeking value to be a bigger component of their purchasing habits.



of US consumers say in the six months to August 2022 they looked more carefully at the price of household care products.



of Brazilian consumers say in the six months to August 2022 they bought bigger pack sizes of household care products than they normally do.

Base: 1,000 US internet users aged 18+; 1,000 internet users aged 16+  
Source: Mintel Global Consumer, Beauty, Personal Care & Household, September 2022

## Household product packages must perform as well as the products they contain

Household brands that can deliver savings, product performance and sustainability will be well-positioned to capture consumer attention and share of the market.



### An 'unstoppable' combination

Lenor Unstoppables in the UK replaced its iconic shaped bottle with a paperboard tube that reduces plastic by 97% and GHGs by 4,000 tons annually. The top doubles as a dosing cap.

Source: Mintel GNPD



### The dawn of a new era of value

The no-flip/no-pull dispenser on Dawn Platinum in the US is activated by a combination of air pocket technology, proprietary product viscosity and specific rigidity of the PET bottle. The 4x concentrate offers greater value and cleaning power.

Source: Mintel GNPD

## Recommendations for Household Care packaging

Household brands and package manufacturers must obviously and immediately invest in innovations that optimise such parameters as cube efficiency, weight reduction, materials management, extended shelf-life and end-of-life or second-life scenarios. The challenge will be to bring these specifications to bear while also maintaining a price point at shelf that represents a good value proposition for consumers watching every dollar, yuan, rupee, peso or pound.

The key to delivering the next generation of packaging within the household category will likely be found in the simplicity of design, the convenience of the method of dispensing and an overt display of environmental and social responsibility that meshes with consumer values, lifestyles and purchasing power.





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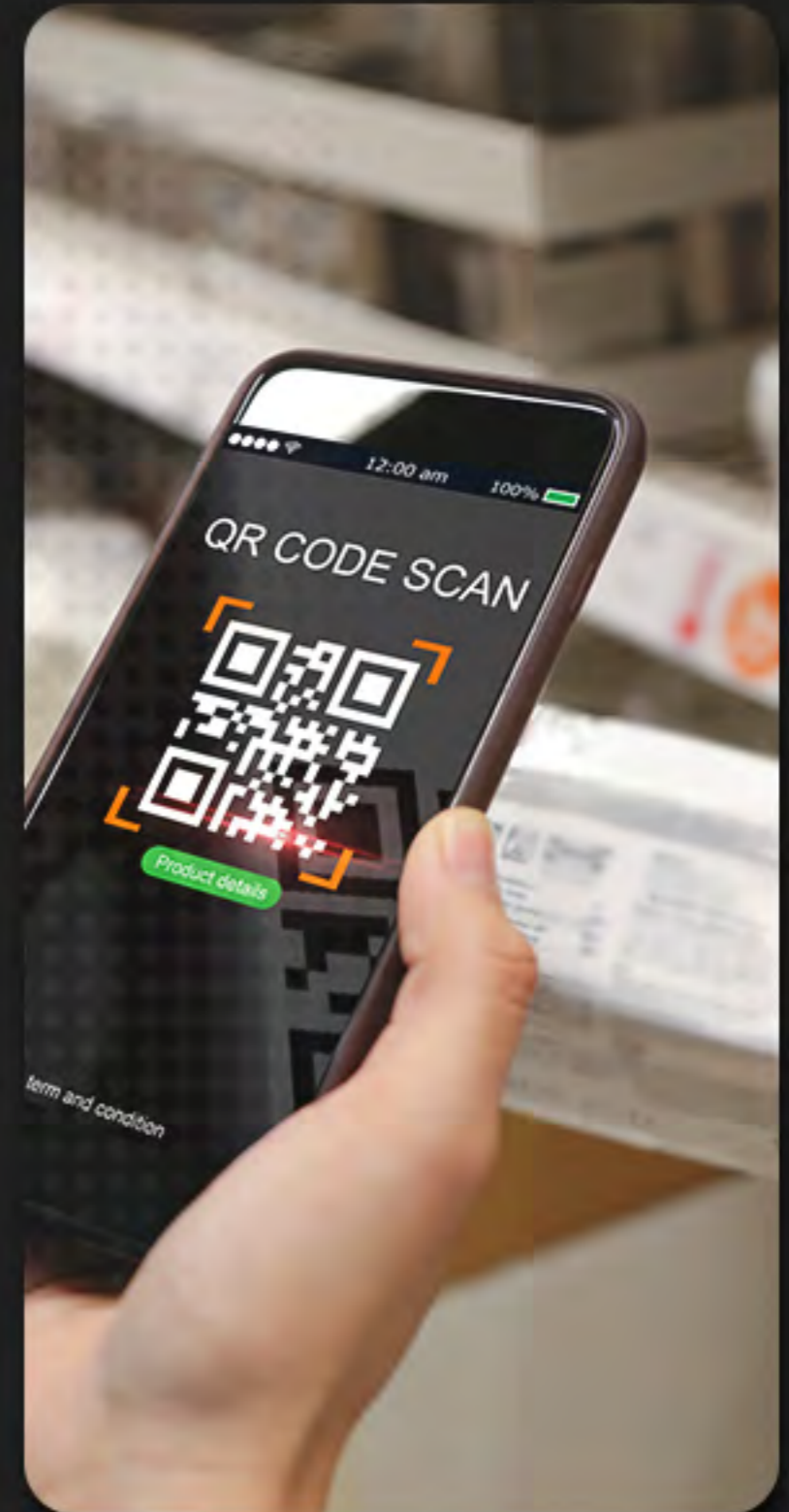
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Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit [mintel.com](https://www.mintel.com).



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