

INDUSTRY-DEFINING PACKAGING TRENDS IN

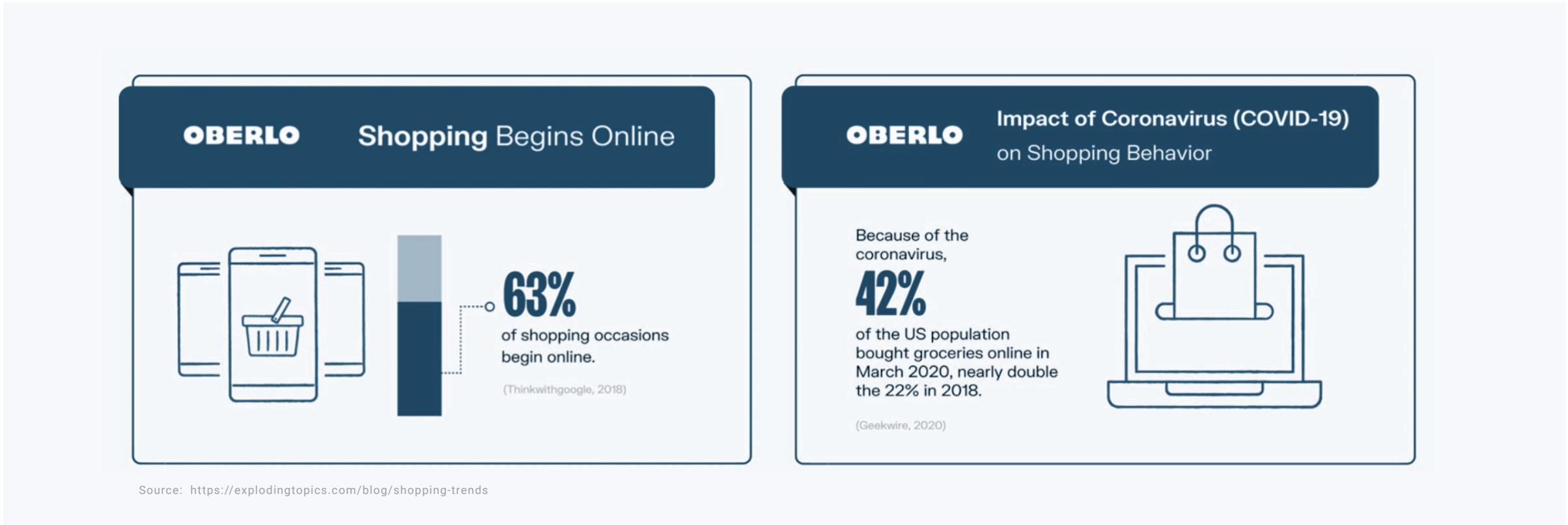


Historically, packaging has been viewed as a necessary element, but not a driving force for product or brand promotion. Thanks to changing shopping methods, societal changes wrought by the pandemic and consumer concerns with the environment, companies are taking a second look at packaging as an integral part of product branding.

Let's look at packaging industry trends coming up for 2023. We'll see how evolving shopping methods, product safety needs, marketing strategies and sustainability all play a role in packaging trends 2023.

E-Commerce and Social Media Influence

Changes in shopping methods have been observed over the last several years as technology has continued to advance. In 2018, for example, well over half of all shopping occasions began online. In March 2020, the world saw an overnight consumer shift to online shopping. Online grocery shopping nearly doubled, for example.



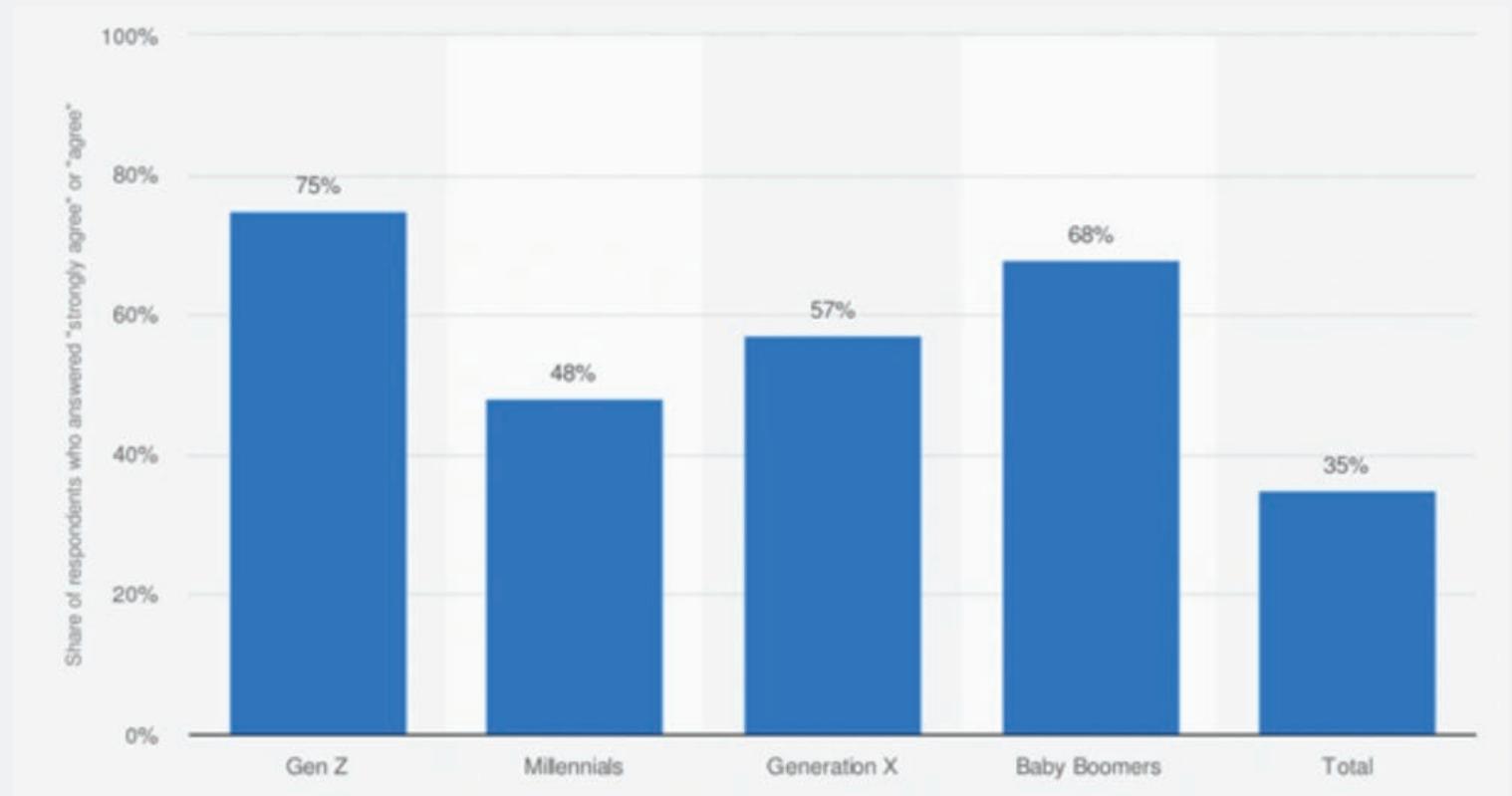
This indicates that many consumers are purchasing products that they may not see physically until they are delivered to their doorsteps. Product packaging on store shelves may not hold the same sway as it once did, but that doesn't mean it no longer matters as much as before.

On the contrary, giant online retailers are offering their customers an unboxing and unpackaging experience as part of their purchase, which means packaging matters more than ever. Packaging that brings a product directly to a customer’s door must be both lightweight and protective. It must be easy to open, requiring few to no tools to access the product inside.

Social media has also had a profound influence on consumer purchasing decisions, with 75% of all Gen Z consumers’ purchasing decisions being influenced by social media advertising in the United States.

Customizable, flexible and lightweight packaging with innovative, engaging design will be indispensable as the ecommerce industry continues to grow.

Share of consumers whose purchasing decisions were influenced by social media advertising in the United States as of June 2021, by age group



Source: eMarketer, GfK, Statista 2021

Consumers watch influencers interacting with product packaging when it arrives, demonstrating its qualities and design along with the product itself. Customers whose purchases are influenced by social media are looking to engage with products in the same way.

Food Safety



The pandemic also brought some important issues to light regarding food safety and security, as more and more people ordered groceries online and dined in their own homes. The ability to track food down the supply chain became critical. Smart packaging with sensor technology can ensure that food is delivered safely, and it can communicate food freshness.

In a world that's becoming more aware of the food waste issue, "best by" dates are being replaced by smart packaging that can monitor food through technology as simple as a QR code. Food safety features like QR codes on flexible packaging invite consumer engagement, which is great for brand promotion.

This packaging trend is becoming more industry-friendly as well, as prices continue to go down for smart packaging components like RFID tags.

Using high-barrier flexible packaging, which increases shelf life, along with smart packaging components, will increase consumer confidence in perishable food companies.

Interactive Packaging

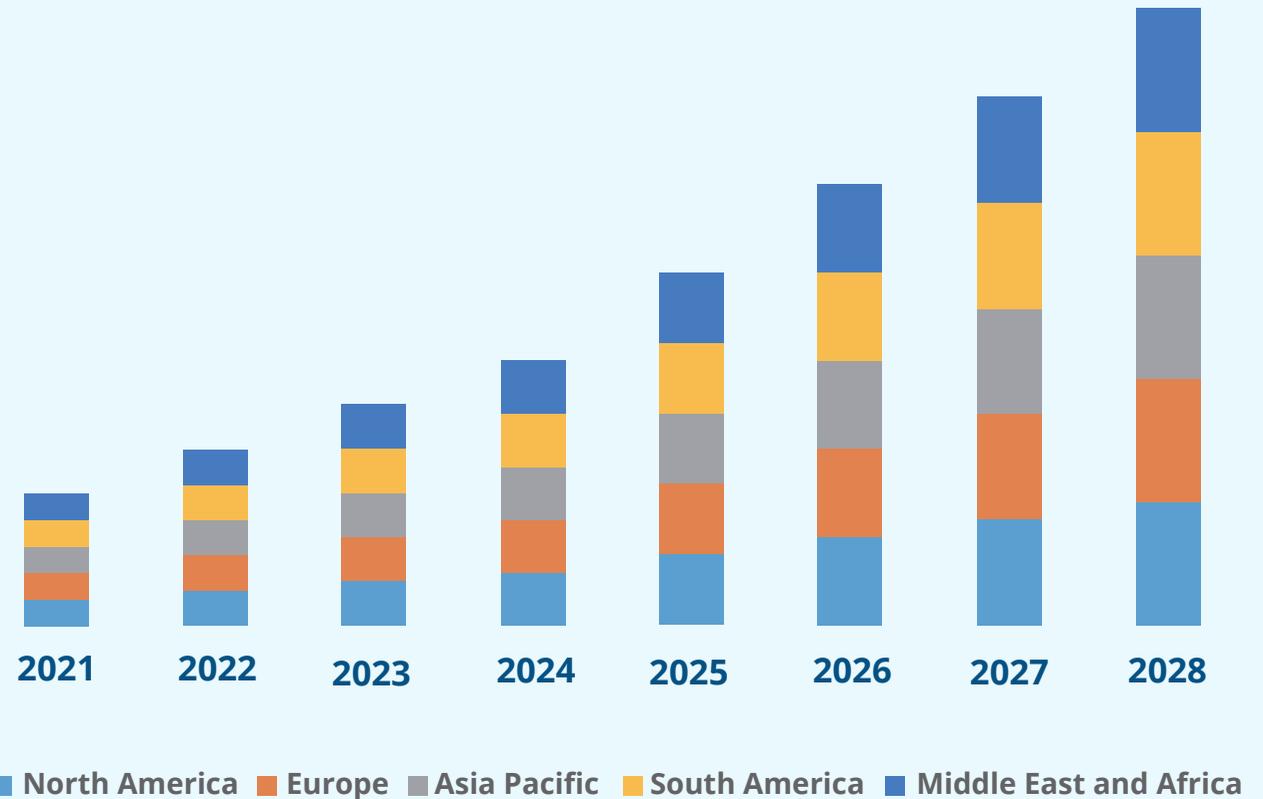
Brands, designers, manufacturers and consumers are all getting in on the trend - interactive packaging is the way of the future. Consumers can interact with packaging on store shelves and at home after purchase, increasing brand engagement and retention.

Demand is growing worldwide for new ways to engage consumers in interactive packaging. Companies are investing, since packaging tends to promote the product and advertising costs are less impactful. Currently BLE (Bluetooth Low Energy) and QR (Quick Response) Codes are two of the most widely used types of interactive packaging, but technologies like IoT (Internet of Things) and AI (Artificial Intelligence) are emerging as well.

The great news is that flexible packaging design continues to support all types of interactive packaging, such as codes that allow customers to connect to product apps.

Global Interactive Packaging Market, By Regions, 2021 to 2028

Global Interactive Packaging Market is Expected to Account for USD XX Billion by 2028

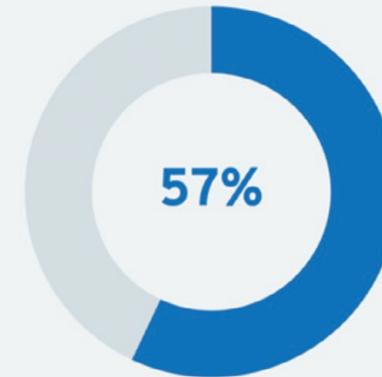


Source: Data Bridge

Sustainable Packaging Trends

Consumers care about the impact that their purchases have on the environment. Minimizing our carbon footprint by using fewer materials and avoiding excess is a trend to follow in the packaging industry. Packaging materials that use a lot of resources to produce are being left by the wayside.

57% of consumers state that they pay attention to the environmental impact of what they buy



https://assets.ey.com/content/dam/ey-sites/ey-com/en_us/topics/consumer-products/ey-us-future-consumer-index-7.pdf

Recyclable packaging has been around for while, and for good reason. The more we recycle, the more we reduce the size of landfills and conserve natural resources. Biodegradable, compostable flexible packaging are trending for the new year.

Biodegradable and compostable packaging allow users to throw out the package after use, knowing that the package will return to the earth and degrade to natural components that do not harm the environment.

Flexible packaging is made with fewer resources than traditional packaging and, thanks to its built-in seals and zippers, can be re-used effectively in many instances. It can also utilize a variety of recyclable and biodegradable inks and materials.

Polymerall Leads the Way

At Polymerall, we are always looking for solutions that best serve our clients. We are flexible packaging experts, helping you to engage customers through packaging design that showcases your product.

Contact us today for a free consultation and find out why we are industry leaders in product safety, sustainability and flexible packaging design.



Why choose Polymerall?

We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



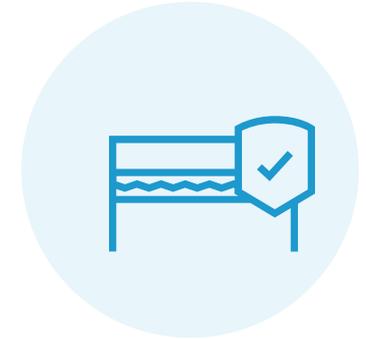
Minimum order quantities

We are proud to offer low minimum order quantities.



4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold ISO9001, FSSC 22000, FDA and HACCP certifications that guarantee the quality of our products and services.



