

4 CPG Trends That Will Redefine Packaging in 2020

#1

Online Appeal



More consumers are buying online, so there's an opportunity here for packaging manufacturers to reduce the amount of material used in shipping. This can also optimize shipping space on trucks and design packaging for easy returns.

#2

Innovative Materials



42% of consumers are looking for products that use recycled or sustainable materials, and 35% are seeing products made with natural or organic ingredients, examples include casein film — which is made out of milk, so it's edible!

#3

Subscriptions



Especially in the food and beverage space, subscriptions are becoming more personalized than ever before, think home delivery meals and more! “The more personalized the experience a customer has, the more likely you are to have a higher rate of satisfaction.”

#4

Convenience



Consumers need products that fit their on-the-go lifestyles. We offer packages from single-serve powder packets, single-serve stick packaging, to on the go shakes, cold seal bar wrappers, and more convenient package offerings.

For more information on 2020 trends in the consumer packaged goods industry, visit <https://psglabels.com/>.