



Euromonitor
International

Packaging for the Wellness-Minded Consumer

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Why read this report?

Key findings

INTRODUCTION

The impact of wellness trends on packaging

WELLNESS AS A CONSUMER PRIORITY

Wellness drives an increasing amount of consumer spending

Packaging in wellness-positioned categories is growing most quickly

Trend towards “clean label” will be especially important for packaging

Glass is the most at risk in the short term but could be a long-term winner

GLP-1 usage will lead to a decline in food and beverage packaging

Case study: MiO redesigns its packaging to emphasise wellness

PLASTIC AND WELLNESS CULTURE

Sustainability concerns have not slowed plastic growth: but could health concerns?

Microplastic concern will push wellness-orientated categories to new pack types

Tea shows how these concerns can influence product and packaging types

Other concerns: BPA, “forever chemicals”

Vera Salt prominently displays microplastic free claims on its label

WELLNESS FOR THE BUSY CONSUMER

Convenient wellness speaks to the modern time-pressed consumer

This trend favours convenient foods and beverages above other categories

An emphasis on speed also affects how consumers approach labels

Case study: Focus Gum promises speed as well as functionality

CONCLUSION

Recommendations/Opportunities for growth

The evolution of wellness trends and their effects on packaging

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/packaging-for-the-wellness-minded-consumer/report.