

# 2022 Packaging Trends

A look at trends influencing the industry this year

**berlin**<sup>®</sup>  
PACKAGING



# Expectations for 2022

As the world's largest hybrid packaging supplier®, Berlin Packaging has leading insights and world-class expertise in the global packaging market. We continuously track the latest trends impacting the packaging industry.

In 2022 the pandemic will continue to play a role as consumers remain concerned about health, hygiene, and safety. A rise in social consciousness and growing environmental concerns have led to new priorities including eco-friendly packaging and inclusive design. And increased digitalization and technological advancements are changing the way people shop and engage with brands. This report features the top six packaging trends for 2022.

The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.



Throughout the year  
Berlin Packaging tracks  
consumer insights, product  
trends, and packaging  
innovation to understand  
what is happening in the  
market so we can best help  
our customers succeed.

# Top 6 Packaging Trends of 2022



**1. Trust & Transparency**



**2. Responsible & Sustainable**



**3. E-commerce Expansion**



**4. Tech Takeover**



**5. Safe & Sound**



**6. Inclusive & Accessible**





## Relevant Markets:

Food, Beverage, and  
Personal Care

# 1

## Trust & Transparency

Today's consumers are interested in knowing as much as they can about the brands they're buying. They want to understand how and where products are made, what ingredients are used, nutritional information, health and wellness benefits, and more. The pandemic has also driven consumers to seek locally sourced ingredients and familiar regional brands that are trustworthy. On-pack communication about a product's origins, formulation, and attributes is becoming increasingly important to educate and empower consumers to make purchase decisions they can feel good about. Sharing this kind of valuable information helps build confidence.

Beyond messaging, the packaging itself can play a role in establishing trust. Transparent packaging or die-cuts that allow consumers to see the product inside can be reassuring, demonstrating that the product is safe and high-quality.





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# Trust & Transparency

1. Curlsmith Bonding Oil: Transparent packaging shows product quality
2. Honest Company foaming hand soap: Prominent ingredient claims on front panel reinforce trust
3. Desert Creek Honey: Bold, straight-forward copy communicates local origins
4. Fid Street Gin: Custom design speaks to regional ingredient sourcing and distillation



# 2 Responsible & Sustainable

Sustainability is no longer a nice-to-have but a business imperative. Consumers are demanding eco-friendly products and services and want to support companies that help improve the environment. Packaging plays a significant role in a brand's environmental footprint in several ways including the materials used, packaging weight, distance traveled from supplier to manufacturer, and more.

Recycled materials like PCR and ocean-bound plastic have grown in popularity to help reduce single-use plastic waste. Plastic alternatives like glass, aluminum, paper, and bio-based resins are other eco-friendly options being embraced by brands looking for sustainable solutions. Refill and reuse models are becoming more prevalent, especially within the home cleaning and personal care categories. And lightweighting is a way to help reduce a package's carbon footprint. Sustainable packaging innovation will remain a priority for companies in 2022 as consumer demand, retailer requirements, and government regulations continue to expand.



## Relevant Markets:

Personal Care, Home Cleaning,  
and Cannabis





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# Responsible & Sustainable

1. DevaCurl: Bottles made with 50% ocean-bound plastic, caps made with 100% PCR
2. Branch Basics: Refill & reuse model reduces packaging waste
3. Pre-roll tube: 100% compostable packaging
4. Rug Doctor: Lightweight bottle with 10% fossil-fuel reduction, 7% greenhouse gas reduction and 10% reduction in water usage





## Relevant Markets:

Pet Care, Nutraceuticals, and  
Home Cleaning

# E-commerce Expansion

E-commerce rose dramatically during the pandemic and is expected to remain popular even when COVID-19 is behind us. Consumers have come to appreciate the safety, variety, convenience, and competitive pricing online platforms provide. Omni-channel retail is moving beyond web-based retailers to include B2C and D2C, social media sites with online marketplaces, smart device apps, and more.

E-commerce packaging has its own unique design and logistical considerations. Products may be handled up to 3 times more than packaging sold through traditional retail, and therefore needs to be able to withstand rigorous conditions and rough treatment. Partnering with suppliers, like Berlin Packaging, with a responsive QSD (quality service division) and APASS (Amazon Packaging Support and Supplier Network) certification can help resolve problems, prevent waste, and reduce costs. Beyond shipping and handling, e-commerce has also shifted the role of a package's brand design. Graphics need to perform well not only on shelf, but they must stand out on a computer monitor, tablet screen, or phone.

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**Drop testing from various heights and other extreme scenarios must be included for any packaging to make sure it will survive this new supply chain.**

- Studio's Shar Puskala | Director of Program Management & Operations





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# E-commerce Expansion

1. Boulder: Custom bottles designed to withstand rough handling during shipment
2. BJ's Raw Pet Food: Simple, stackable forms for DTC shipping
3. Zenwise: Custom structure and brand design that stands out online
4. MODA™ Pumps: Custom-designed pumps are e-commerce ready



# 4 Tech Takeover

We're living in a hyper-connected world where consumers rely on technology to communicate with each other, share brand experiences, and become more educated about the companies they support. Technology is increasingly being used to help brands provide elevated and interactive user experiences for their customers. Over 1 in 3 millennials say how “digitally advanced / smart” a product is influences their purchase decision.

When it comes to packaging, this includes virtual and augmented reality (AR) and smart labels. AR can help consumers learn about a product or company through product demos, virtual tours, brand stories, nutritional and ingredient information, and more. Customized packaging and targeted marketing are other tactics to reach people in a more personalized way. Consumers increasingly expect brands to tailor products, experiences, content, and marketing to their specific needs and interests. Personalization can add value and relevance, and the rise of digital printing has made personalized packaging more feasible.



## Relevant Markets:

Personal & Beauty Care, Alcoholic Beverages, and Nutraceuticals





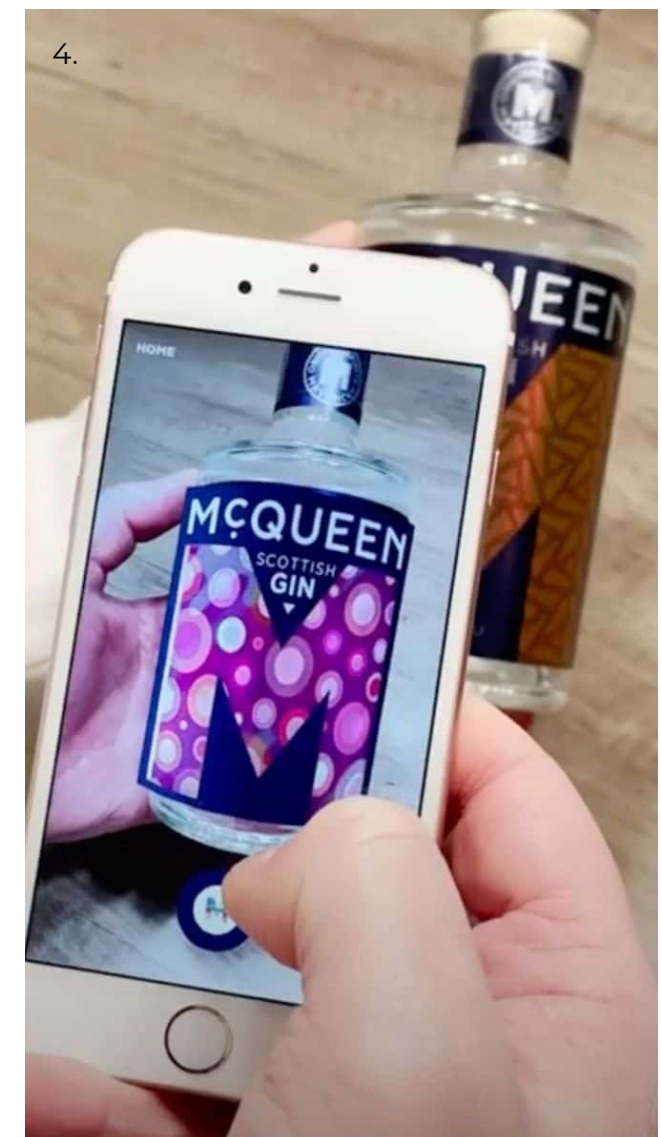
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# Tech Takeover

1. Maui Moisture: QR codes allow consumers to learn more about product
2. Naked Wines: Direct-to-consumer and personalized subscription services are on the rise
3. Prose: Personalized packaging meets consumer demand for tailored products
4. McQueen Gin: Augmented and virtual reality labels create unique brand experiences





## Relevant Markets:

Food, Beverage, and  
Personal Care

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## Safe & Sound

The pandemic heightened consumers' focus on the connection between health and hygiene. They want to be confident that the products they're buying are safe and product integrity hasn't been compromised. This has elevated the importance of tamper-resistant and tamper-evident packaging to provide consumers peace of mind. In addition, packaging that securely reseals to keep contaminants out (and extend a product's shelf-life) is essential.

Hygienic packaging is especially relevant within the beauty care category, where beauty routines often involve touching multiple different packs and formulations before touching one's face. Built-in applicators – like brushes, doe-foot wands, rollers and pens – allow for hands-free application and reduce touchpoints to keep the formulation, as well as skin, contaminant free. Given the prolonged effects of COVID-19, consumers will continue to focus on safety and hygiene in 2022.





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## Safe & Sound

1. Berlin Packaging Cosmetics: Applicators that reduce hand-to-face contact are more hygienic
2. Pravana: Pour spout eliminates need for hand scoop, minimizing contamination and waste
3. Rufus Teague: Tamper-evident packaging feels safe
4. Sanpellegrino: Packaging that protects the product from outside contaminants adds reassurance



# 6 Inclusive & Accessible

According to the Centers for Disease Control and Prevention, 61 million American adults are living with a disability. Beyond that, many Americans live with arthritis, chronic pain, and other everyday limitations. Accessible and inclusive design is gaining traction as companies focus on being more socially responsible. Unilever recently introduced Degree Inclusive for consumers with disabilities; Procter & Gamble has added tactile markings for the visually impaired to some of their Herbal Essences products; and Microsoft's new Xbox adaptive controller packaging was re-designed for gamers with limited mobility.

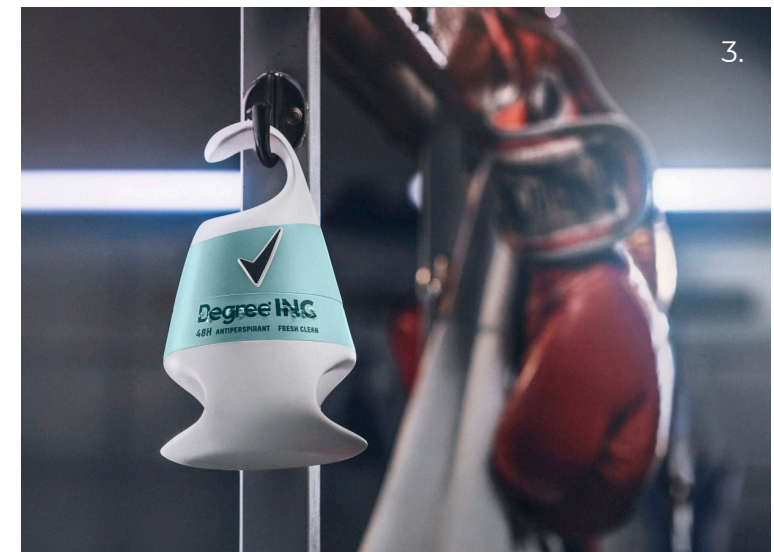
Packaging that is accessible to everyone, regardless of age, disability or physical limitations, can feature a variety of functional attributes. This includes lids and seals that are easier to open and close (even while still being tamper-evident), ergonomic forms that allow for optimized handling and dispensing, braille markings and larger fonts for those with visual impairments, and intuitive design that is easy for everyone to understand and use. Incorporating inclusive packaging not only demonstrates a brand's social responsibility, it can also drive trial and brand loyalty.

## Relevant Markets:

Pharma/Nutraceuticals, Personal Care, and Cannabis







# Inclusive & Accessible

1. Victorialand Beauty: Tactile markings allow consumers with visual impairments to find their product
2. Voltarol: Easy-flip lid designed for consumers with arthritis
3. Degree: Custom product design for people with physical limitations
4. Berlin Packaging: Custom cannabis packaging designed to be easier to open while still child-resistant

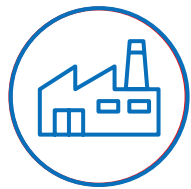


# We Believe Anything Is Possible®

With over 100 years in the packaging industry, more than 1,500 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

## Our Business Model

Berlin Packaging is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest **Hybrid Packaging Supplier®**.



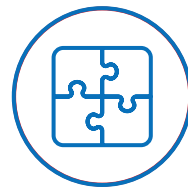
Best Elements of  
a Manufacturer

+



Distribution  
& Logistics

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Value-Added  
Specialty Services

## Specialty Service Divisions

We offer value-added services specialized to best address all your packaging needs.

- Branding Strategy & Design
- Quality Advocacy
- Global Capabilities
- Warehousing & Logistics
- Financing & Consulting
- Sustainability Solutions

