



Berlin Packaging: **Market Trends**



# Trends in Packaged Foods

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# Foods with Benefits

Foods with Benefits

Adventurous Eating at Home

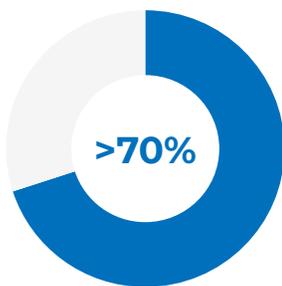
Healthy & Satiating Snacks

Convenient Packaging



## Foods with Benefits

Today's consumers are increasingly health-conscious and looking for foods that contain added nutrients like vitamins and antioxidants. They are interested in products and ingredients that provide dietary benefits, support physical health, and reduce the risk of disease and illness.



A recent GlobalData survey found that over 70% of consumers find ingredients that claim to aid digestive health and boost immunity appealing.



Fortified and functional foods grew by 10% in 2020.

Beyond physical health, there is also a focus on holistic wellbeing which has led to an increase in foods that benefit mind and mood. This includes CBD for relaxation, nootropics for brain health and products that help with sleep.

Studio One Eleven® creates custom structural and brand design solutions for a variety of brands, including Better Body Foods cooking oils, Nature Nate's and Plant Junkie.



# Adventurous Eating at Home

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## Adventurous Eating at Home

People are becoming more curious and adventurous in what they eat and experimenting with unique and unexpected flavors. This includes global ingredients, unusual flavor combinations, and product “mash-ups.” With at-home eating on the rise during the pandemic, consumers are exploring new cooking ideas. Novel food experiences have become a means to bring a sense of excitement to consumers’ lives, contributing to reduced stress and boredom.



4th & Heart Ghee Oil

Packaging plays a big role in enhancing the meal experience and reflecting a product’s uniqueness. Communicating a product’s novelty or regional roots through brand and structural design can be a great way to improve shelf impact and taste appeal.



Robert Rothschild

57%

According to a 2021 GlobalData study, 57% of North American consumers say they are influenced by how unique and enjoyable a product is.

# Healthy & Satiating Snacks

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## Healthy & Satiating Snacks

Adult snacking is on the rise. It has become the “fourth meal,” often replacing traditional eating occasions. There is an increased demand for snack solutions that serve a more meaningful role as mini meals, helping provide nutritional needs throughout the day.

Due to increased health-consciousness, consumers are also looking for better-for-you snack options, including those that are lower in salt and sugar or have added functional benefits. As discussed with the previous trend, there is also an interest in more adventurous snack flavors and formats.



Ocean Spray Caveology snacks use a custom package, designed by Studio One Eleven®, with a cap that acts as a serving bowl or measuring cup.

According to Elizabeth Avery, president and CEO of SNAC International, “In the next 12 months, expect to see an explosion of all-new snack products made with alternative ingredients, added health benefits, and daring flavors, all to meet the ever-present demands for health, convenience, and fun for the on-the-go consumer.”



Once Again Nut Butter

According to Mondelez's "State of Snacking" study, 59% of adults worldwide prefer snacking to eating meals; that number increases to 70% for millennials.

# Convenient Packaging

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## Convenient Packaging

Consumers want products that save them time and effort. In sauces, dressings, and condiments, that can include inverted bottles that make it easy to dispense product.

In snacks, it can include individual sizes and pre-portioned servings that provide on-the-go convenience and improved portion control.

As the pandemic continues to wane and consumers return to activities away from home, portable packaging will regain popularity. This can include single-use, lighter-weight, and all-in-one convenience.



Morton Sea Salt

In spices and seasonings, it can include ergonomic shapes and closures that allow for one-hand pouring, like Morton's Sea Salt and Sea Salt Rubs, both designed by Studio One Eleven®.



Morton Sea Salt Rubs

*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.*



# 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 global Hybrid Packaging Supplier®.

### Hybrid Packaging Supplier®



Best Elements of a Manufacturer

+



Distribution & Logistics

+



Value-Added Specialty Services



## Global Capabilities

Our mission is to improve our customers' net income through packaging products and services. With 60+ locations on four continents and a network of suppliers around the world, we leverage our global scale and capabilities to further our mission – and bring unique value to customers of all sizes at the local level – where it matters.



## Specialty Services

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



Brand Strategy & Design



Quality Advocacy



Global Capabilities



Warehousing & Logistics



Financing & Consulting



Sustainability Solutions

## Operational Excellence

- ISO 9001 Certified
- 99% on-time delivery for 15+ years
- Dedicated Quality Service Division
- Industry-leading customer thrill scores
- Sustainability and safety focused

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