

Packaging the Brand

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Mintel



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The headlines

Packaging on the rise

Packaging is becoming a more important element in food and drink product launches, including coffee

Packaging's role in branding goes beyond graphics

How a package delivers on sustainability, functionality, communication, and value for the money also contributes to how a consumer perceives and experiences the brand

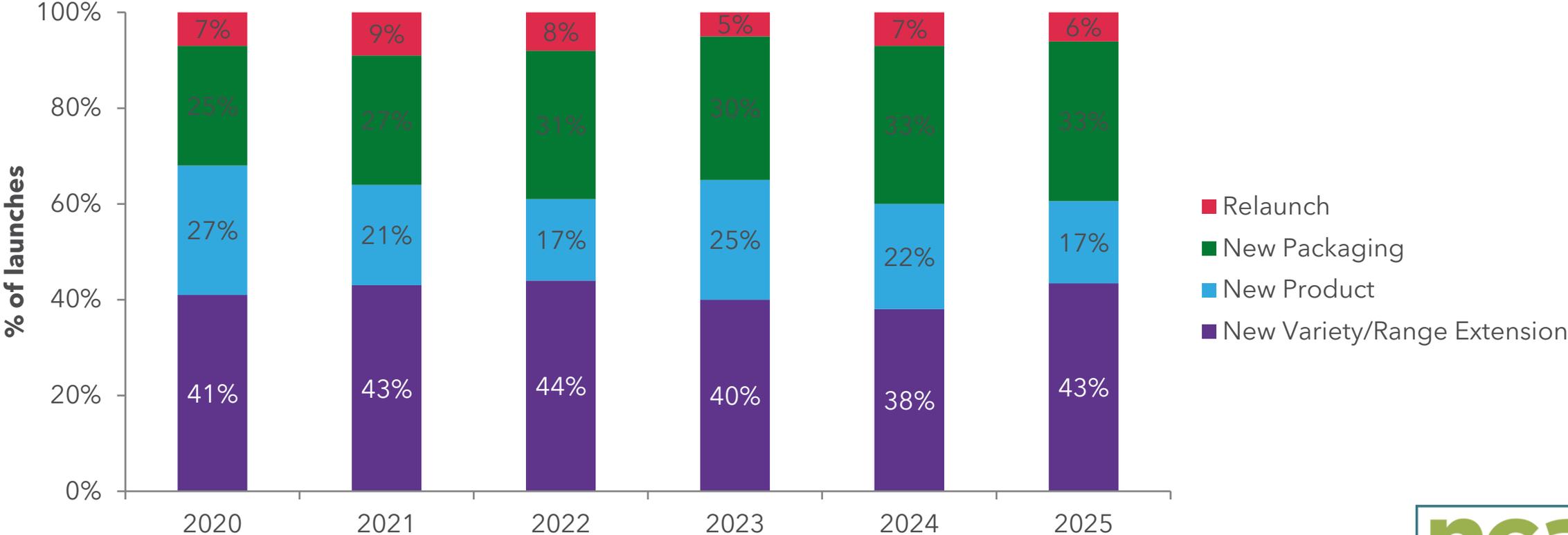
The opportunity

Leverage all the elements of packaging to shape the brand experience



New packaging drives of coffee launches

US: coffee product launches, by type, 2020-25

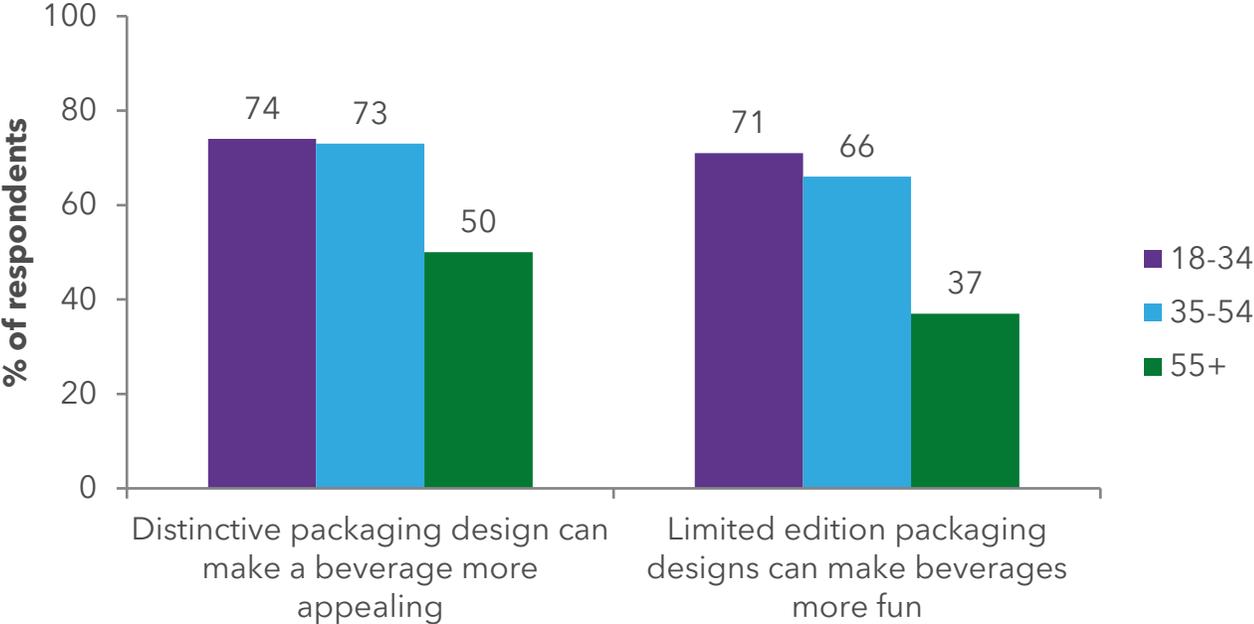


Source: Mintel GNPD



Packaging design key to keeping consumers engaged

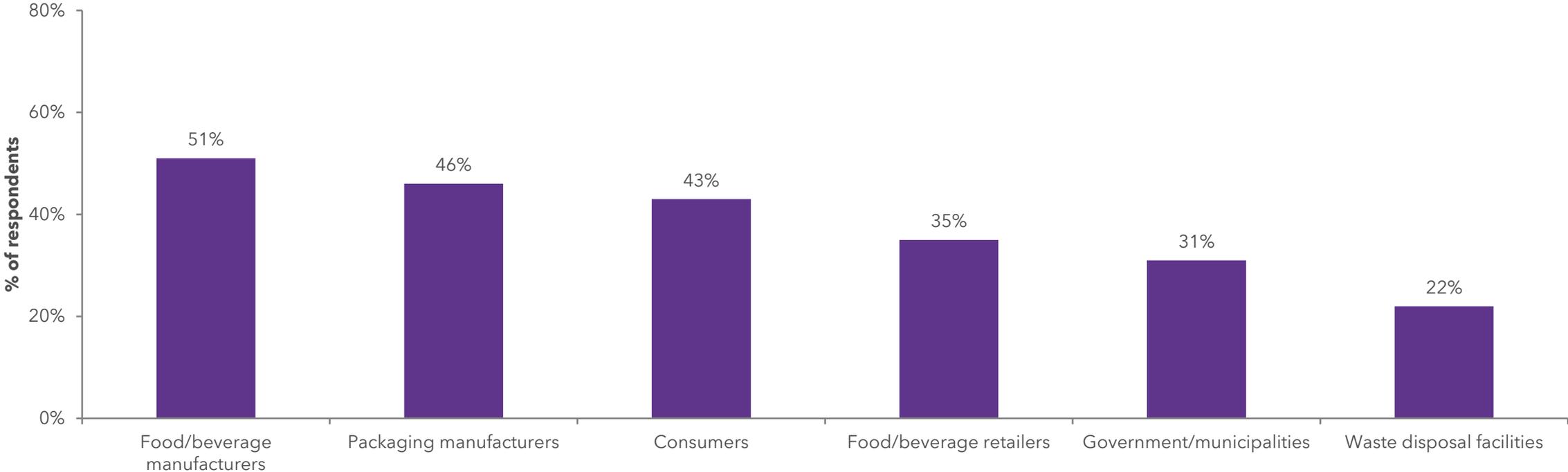
US: attitudes toward beverage packaging - design, any agree, by age, 2025



Limited-edition Evan bottle designed by Pharrell

Environmental responsibility starts with manufacturers

US: environmental responsibility, 2025



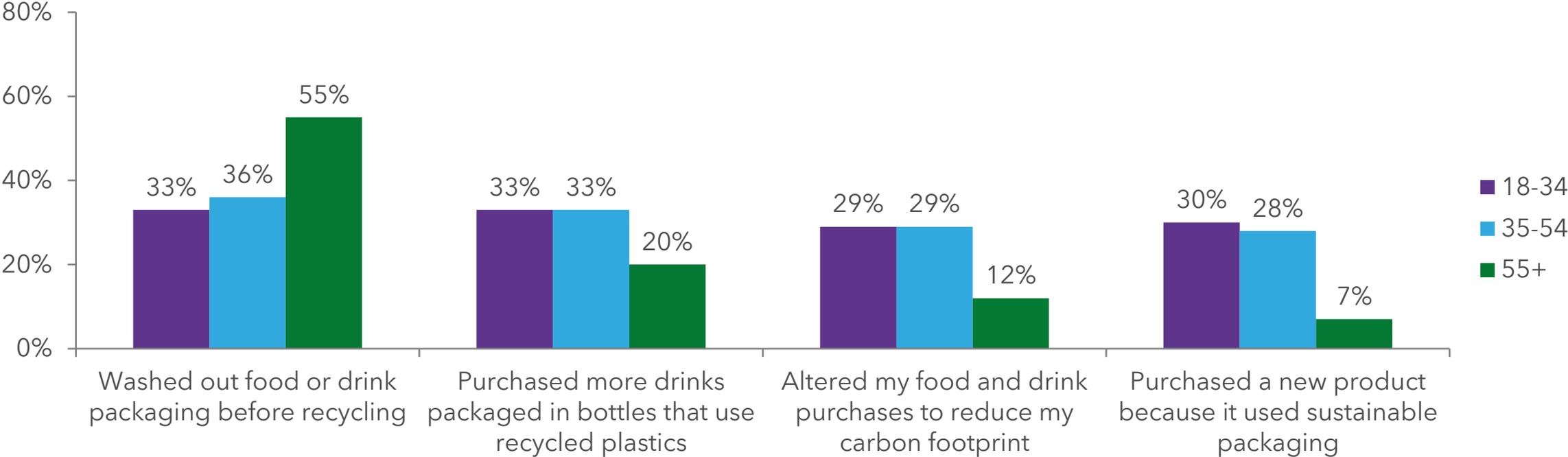
Base: 2,000 internet users aged 18+

Source: Mintel, May 2025



Generational shift: for younger adults, sustainability starts at the shelf

US: sustainability-related packaging behaviors, by age, 2025



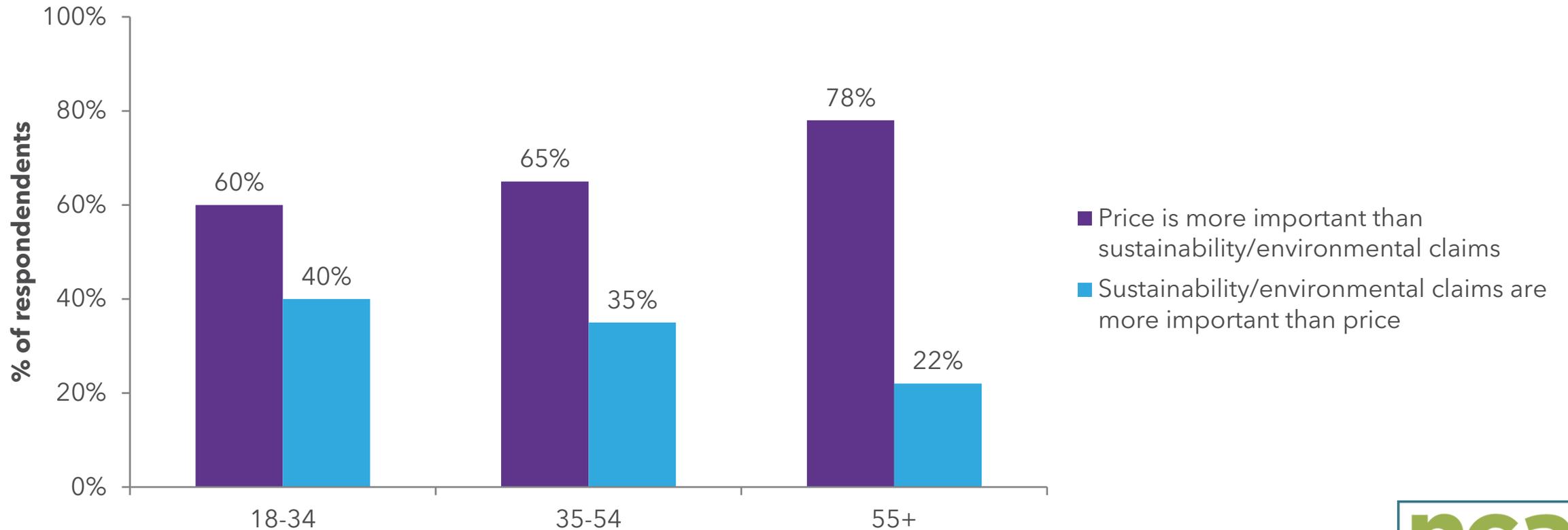
Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025



Price outweighs sustainability, but younger shoppers want both

US: prioritization of price vs sustainability in food and drink choices, 2025



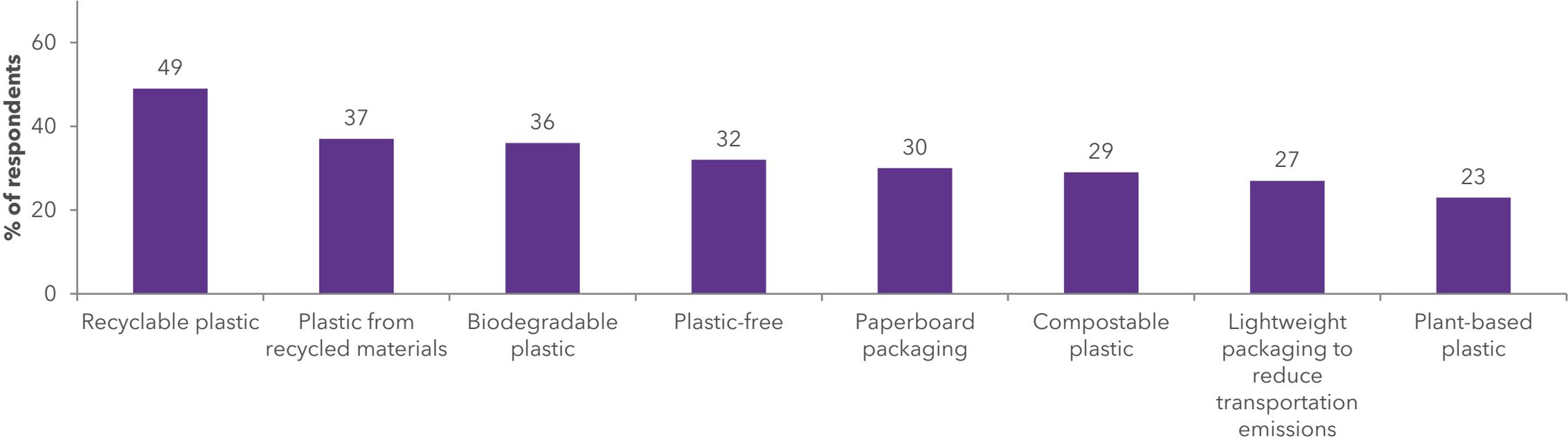
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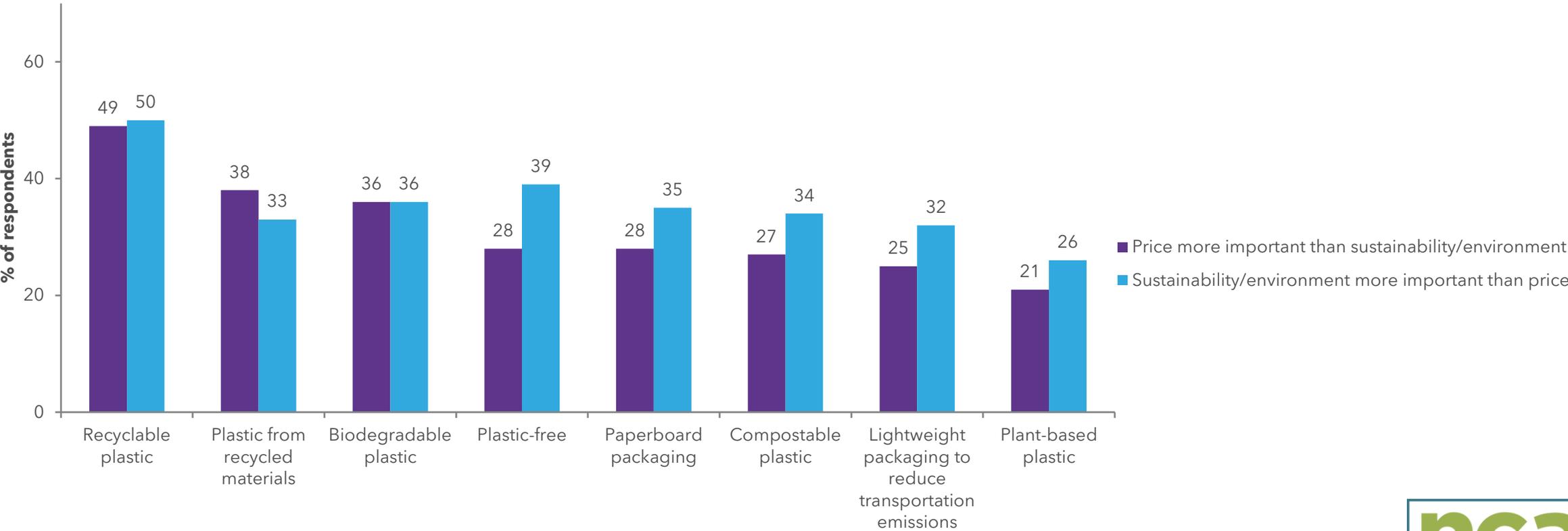
Plastic remains popular, but consumers want brands to minimize impact

US: interest in sustainability-related packaging concepts, 2025



To connect with sustainability-minded consumers, move beyond recyclability

US: interest in sustainability-related packaging concepts, by importance of price vs sustainability, 2025



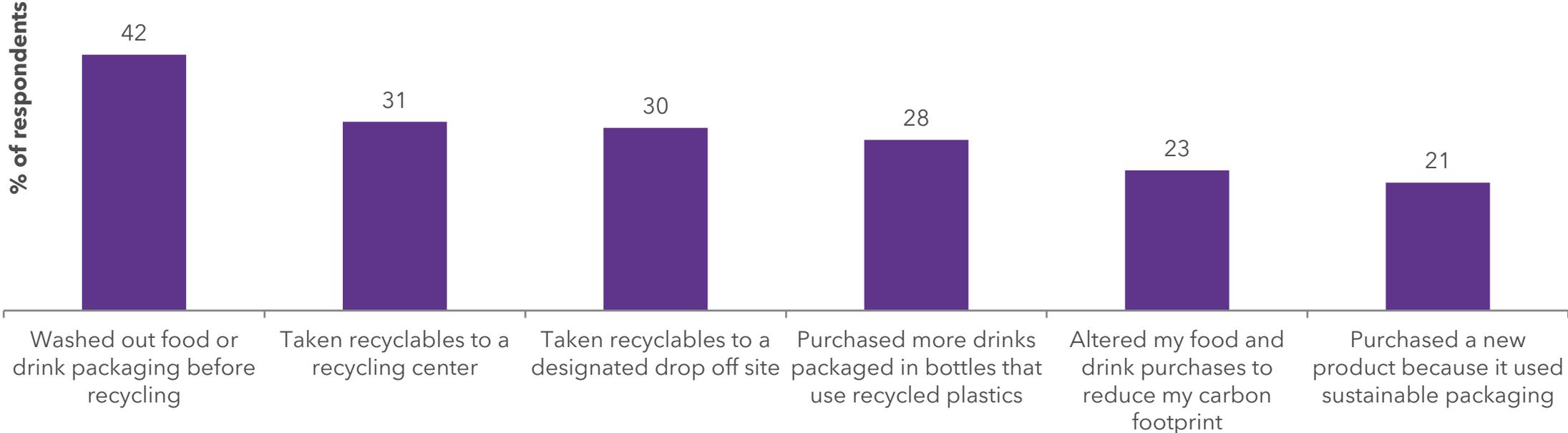
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Recycling still offers a hands-on way to engage consumers in sustainability

US: sustainability-related packaging behaviors, 2025



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Source: Mintel, May 2025



Retailers innovate with wine packaging to enhance their sustainability profiles



Target Collective Good



Albertsons Bee Lightly

Target Collective Good

- 94% recycled paperboard with a food grade pouch
- sustainable farming practices

Albertsons Bee Lightly

- 100% recycled PET bottles
- 87% lighter than glass bottle, with flat sides for greater shipping efficiencies.

Package types and materials can help to reinforce brand messages

US: beverage packaging attribute associations, 2025

	Glass bottle	Slim design aluminum can	Box/carton	Standard aluminum can	Multi-serve plastic bottle	Single-serve plastic bottle
Fun	13	15	13	13	12	12
Healthful	19	13	19	13	12	13
Easy to store	22	27	28	30	23	27
Easy to transport	16	26	22	30	20	32
Trendy	15	21	16	13	13	14
Convenient	24	30	28	36	30	38
Good for on-the-go	19	28	20	33	19	37
Keeps drinks cold	23	21	13	23	14	13
Good value for money	16	16	19	21	35	20
Environmentally-friendly	28	19	33	20	14	14
Premium	20	12	11	11	10	8

Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025



Glass bottle



- Environmentally friendly 28%
- Premium 20%
- Healthful 19%

Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025



Single-serve plastic bottles



- Convenient 38%
- Good for on-the-go 37%

Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025

Single-serve plastic bottles



- Easy to store 27%
- Easy to transport 26%
- Trendy 21%

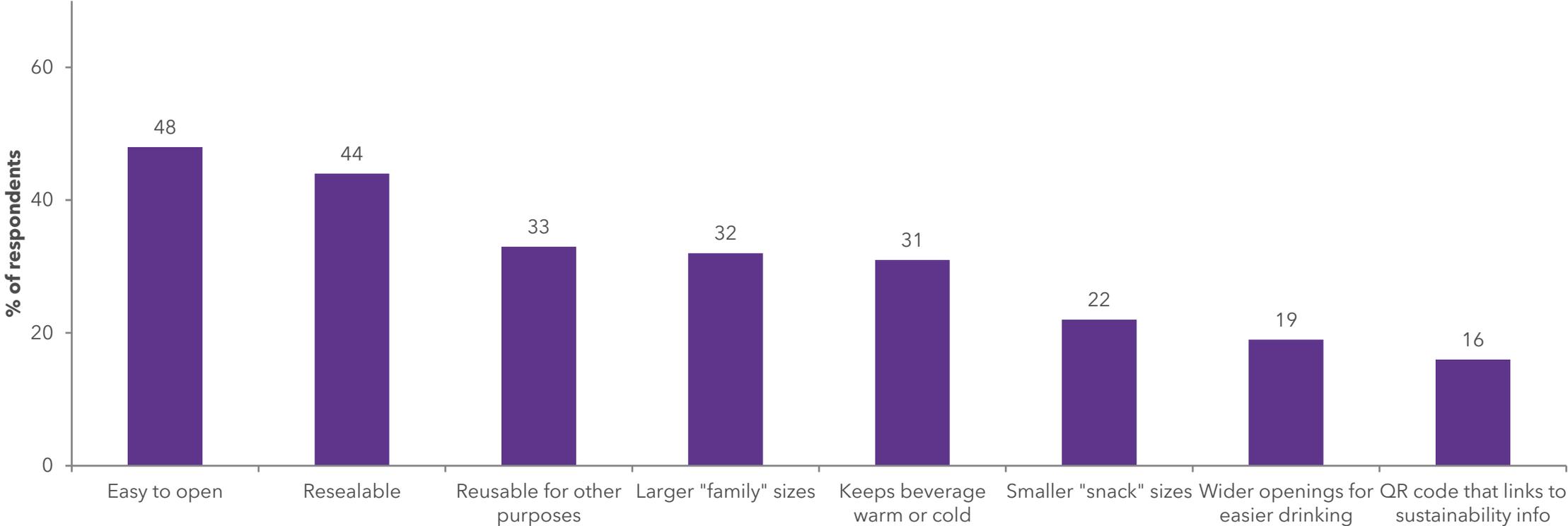
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Source: Mintel, May 2025



Closures represent opportunity for innovation

US: interest in beverage packaging features



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Source: Mintel, May 2025

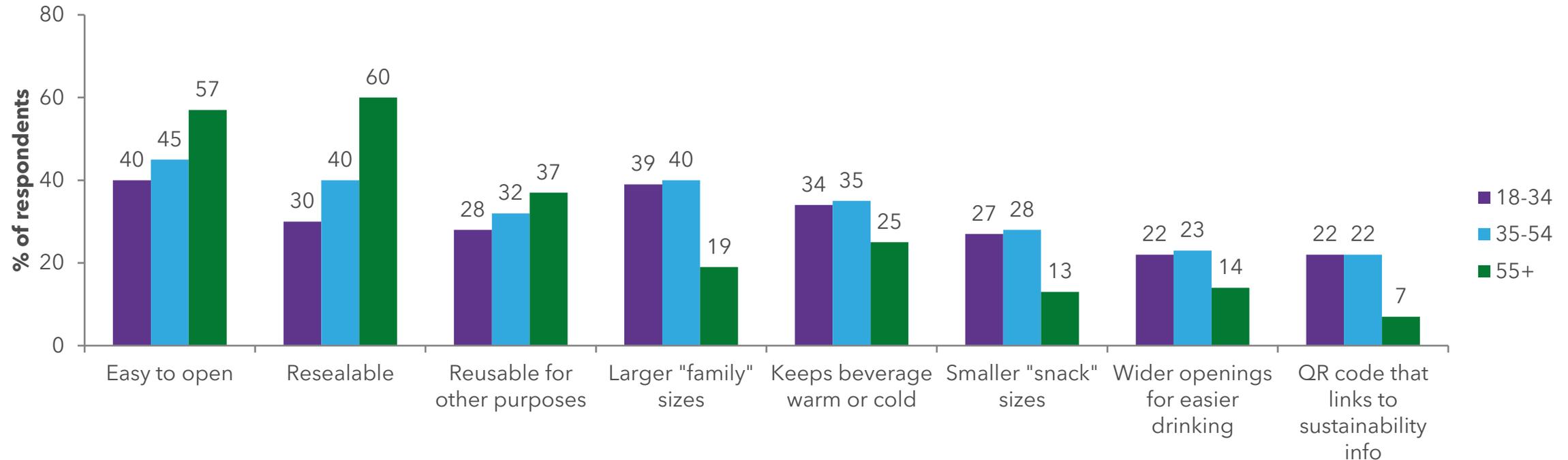


Crystal Geyser EZ Open cap highlights sustainability and convenience



Older shoppers focused on practicality, while younger shoppers look for more

US: interest in beverage packaging features, by age, 2025



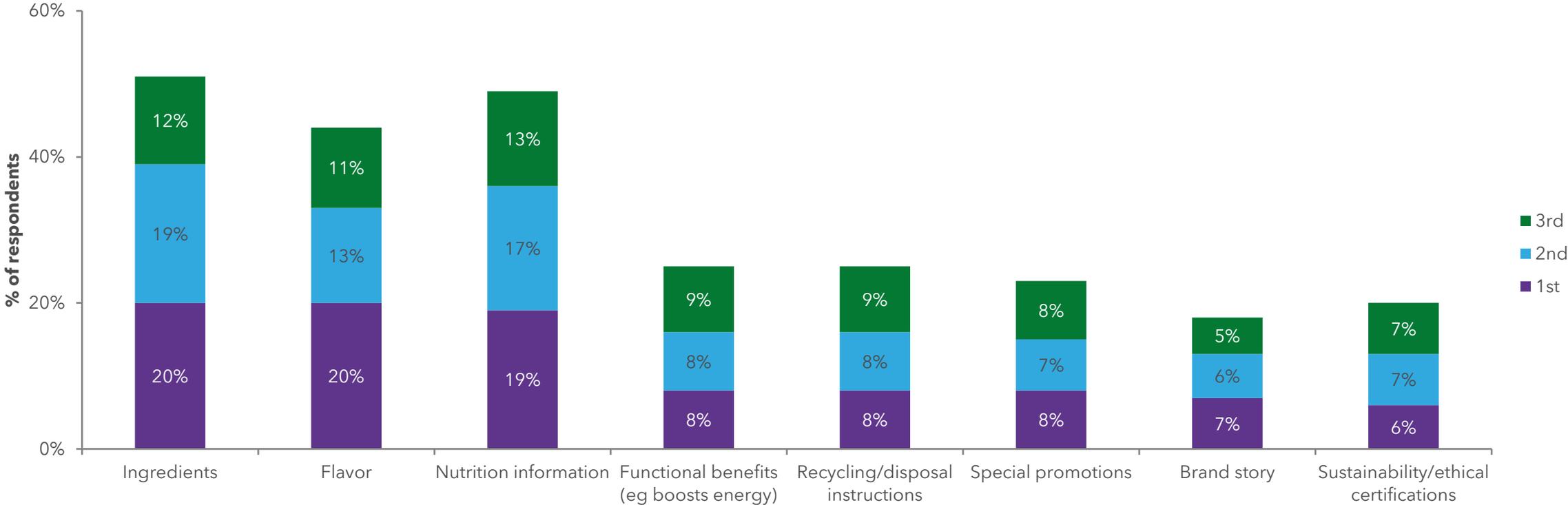
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Product basics top a growing list of communication priorities

US: beverage packaging communication priorities, 2025



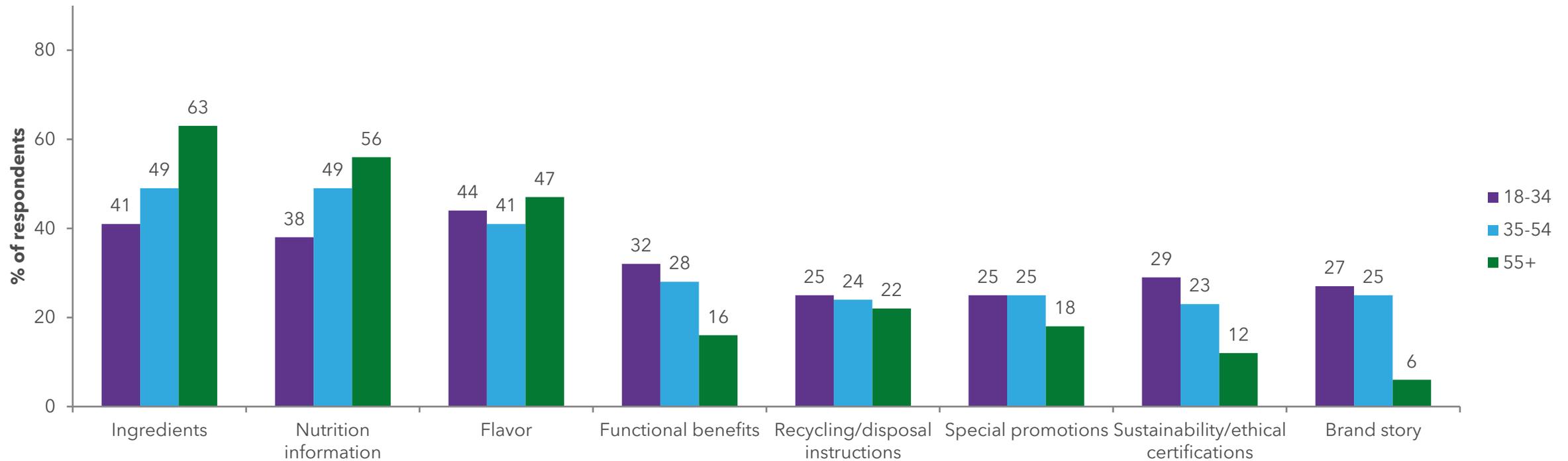
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Source: Mintel, May 2025



Smart packaging can respond to younger shoppers' more varied interests

US: beverage packaging communication priorities - top three, by age, 2025



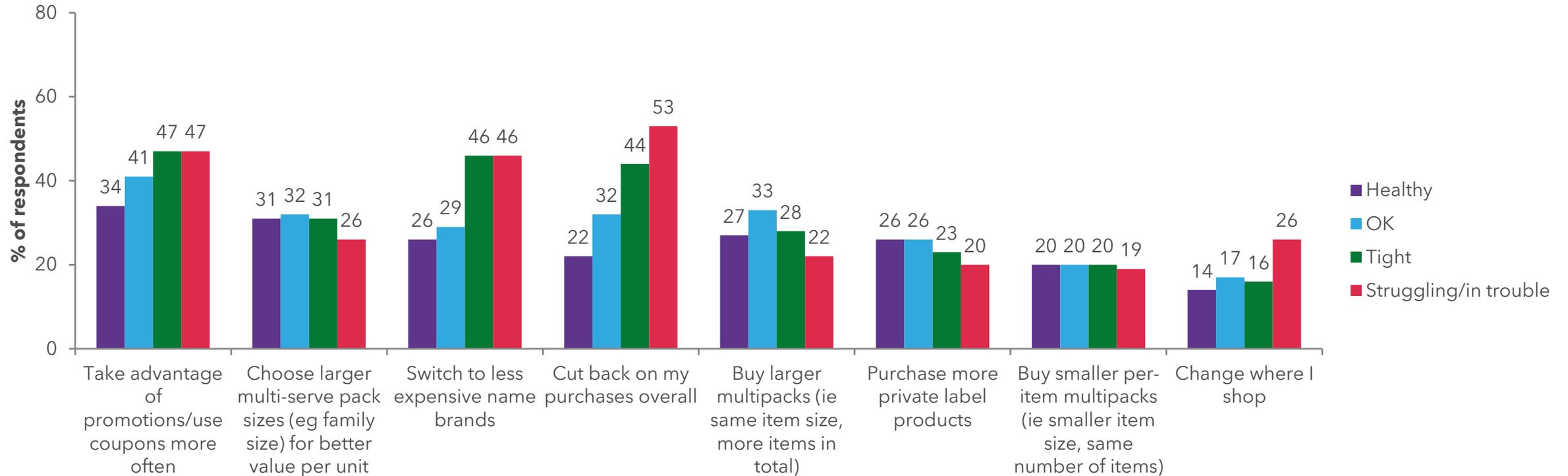
Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025



Pack size flexibility could help shoppers save on their own terms

US: packaging-related budgeting behaviors in the event of further price increases, by financial situation, 2025



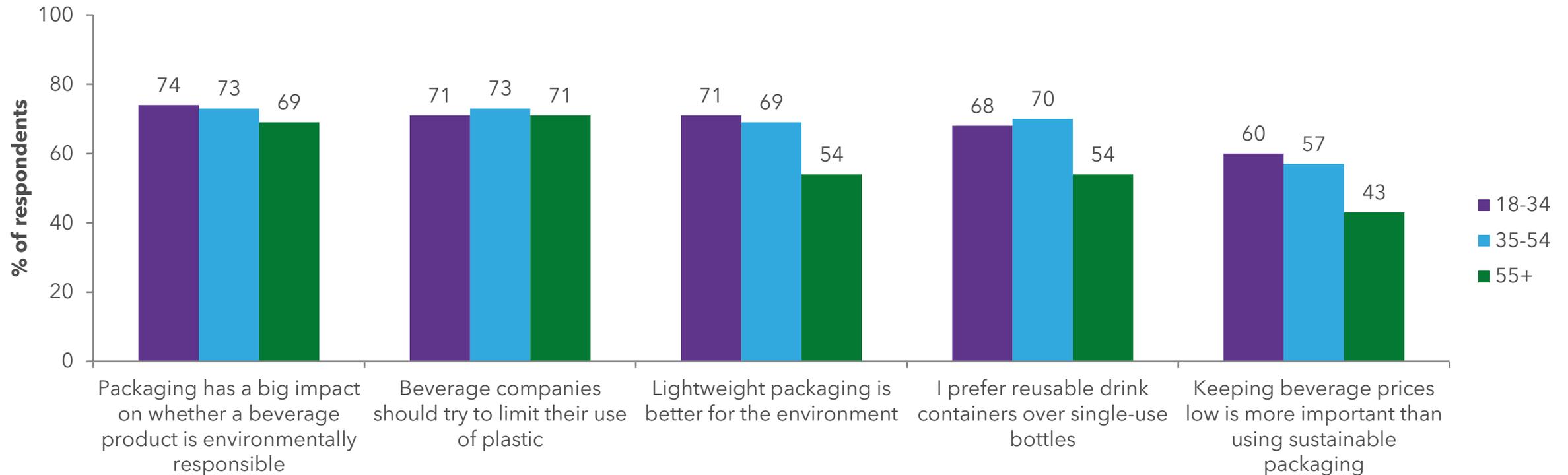
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Source: Mintel, May 2025



An opportunity to tie sustainability more directly to consumer value

US: attitudes toward beverage packaging - sustainability, any agree, by age, 2025



Base: 1,971 internet users aged 18+ who are responsible for food/beverage shopping

Source: Mintel, May 2025



Reusability can add value, define the brand

recyclable,
reusable and
remarkable
packaging
for the win.



Packaging innovation can enhance the actual drinking experience



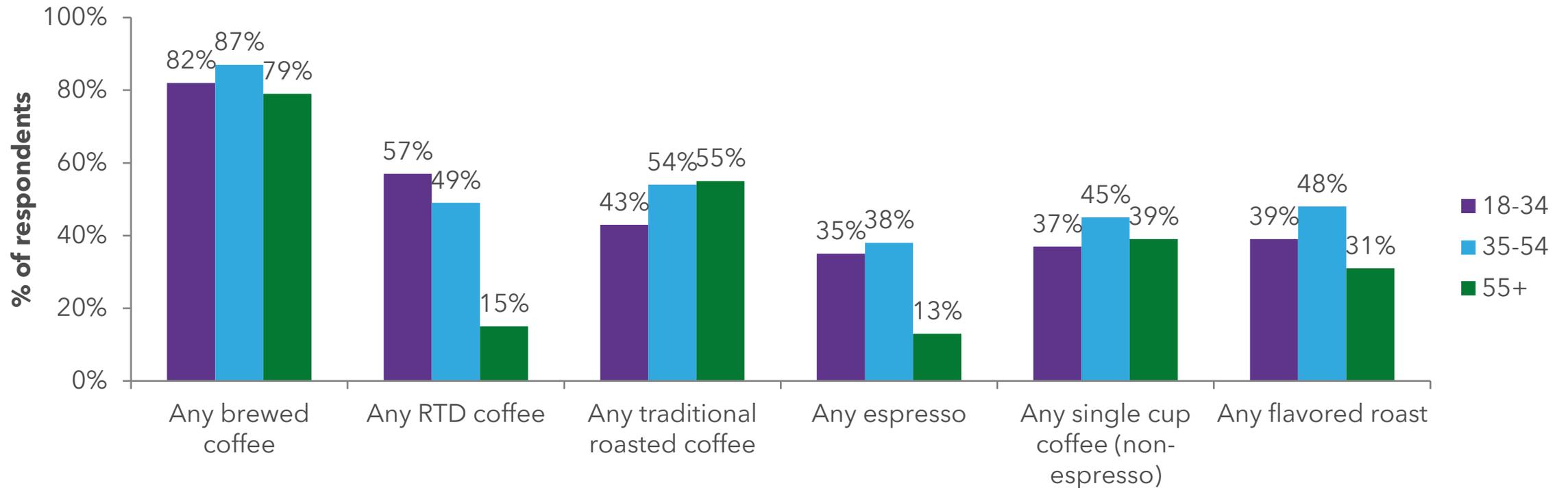
Guinness Nitrosurge



Air Up Flavor System

Younger coffee drinkers engage in wider variety...

US: types of coffee consumed at home or on the go, by age, 2025



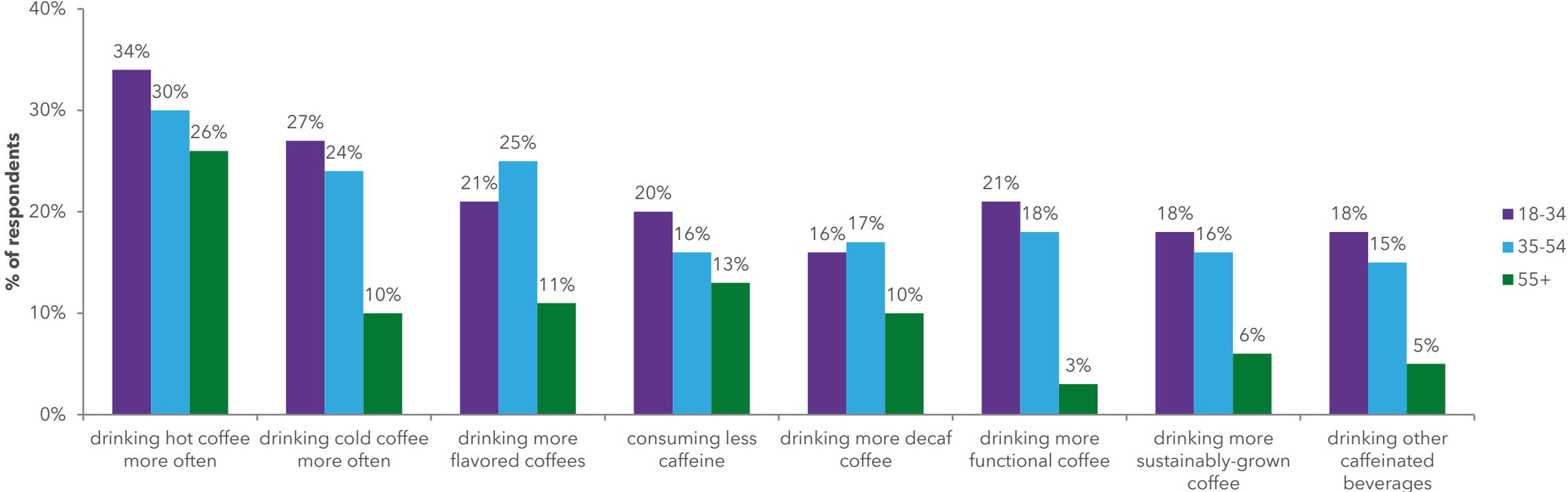
Base: 2,000 internet users aged 18+

Source: Mintel, May 2025



...and are less tied to routine

US: change in coffee behaviors vs a year ago, by age, 2025



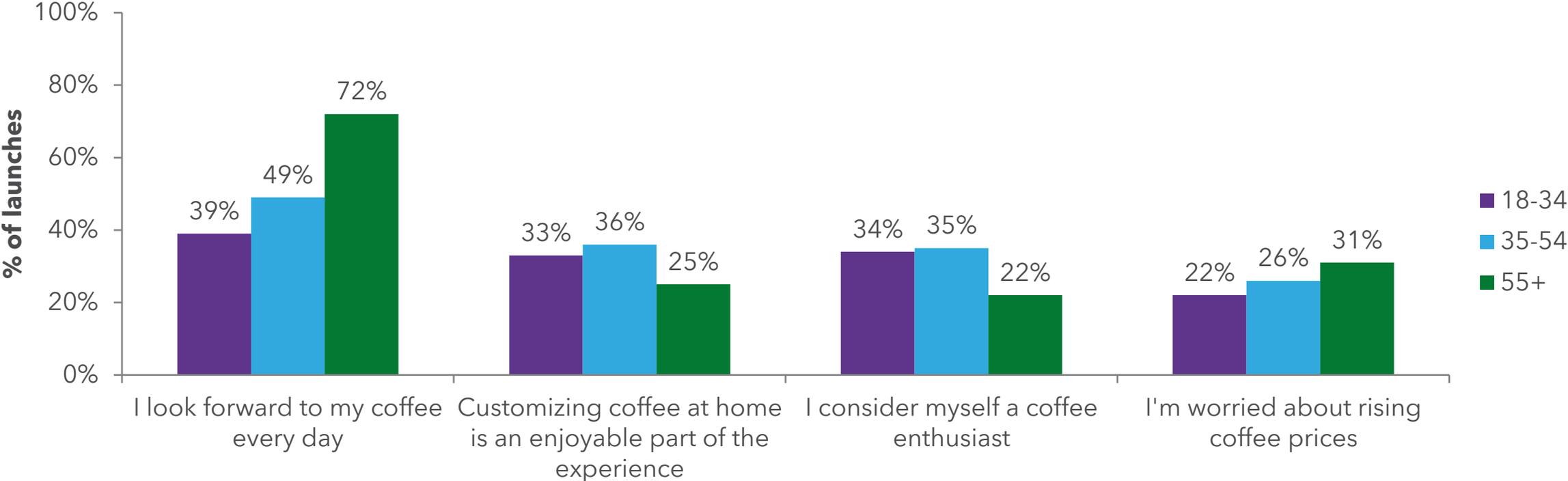
Base: 1,796 internet users aged 18+ who consumed any at-home coffee beverage in the past three months

Source: Mintel, May 2025



Help young coffee drinkers create new routines

US: attitudes toward coffee, by age, 2025



Base: 1,796 internet users aged 18+ who consumed any at-home coffee beverage in the past three months

Source: Mintel, May 2025



Think about how packaging can...

Reflect brand values

in design and materials as well as information

Deliver value

by help helping coffee shoppers save money on their own terms

Create experiences

by helping young coffee drinkers establish new routines and rituals



Meet the Expert



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The world's leading market intelligence agency

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Experts in what consumers want and why

