

NOW TRENDING

Comfort & Protect

Extended time at home, unnerving social unrest, and evolving social standards have all played a part in the acceleration of the trend known in the consumer packaged goods (CPG) space as COMFORT & PROTECT. As the world seems increasingly unpredictable, consumers are seeking reliability from brands they trust, and products that make them feel safe.

70% of consumers said that a clear effort to design a product with consumers' safety in mind increased their chances of buying.

—Packaging Matters Study

Trust in the brand matters now more than ever. Safety will be front of mind when people make decisions about what they buy and how they spend their time. Consumers will want to see transparency surrounding product ingredients, formula efficacy, and clear anti-contamination efforts from the brand. Products that promote security, simplicity, and authenticity will provide reassurance and are more likely to be rewarded with purchase loyalty.

The product's packaging has the ability to tell a story and communicate hygiene and demonstrate safety measures, making it the vital bridge between consumers and brands.



Olaplex

PERSONAL CARE CLEAN BEAUTY

Consumers seek products free from harmful ingredients and packaging that mitigates risk of contamination.

Product & Packaging Cues:

Transparent materials, hygienic dispensing or application, free-from language and ingredients featured prominently on the label



Wholier

NUTRACEUTICALS INGREDIENT TRANSPARENCY & MENTAL WELLNESS

Consumers need to know what ingredients they're ingesting, where they come from, and how they'll affect their physical and mental wellbeing.

Product & Packaging Cues:

Transparent materials, clean graphics, subscription deliveries, personalized formats, ingredients featured prominently on the label



Microban

HOME CARE EFFECTIVE FORMULATIONS

Consumers prefer science-backed claims that assure the product's ability to perform against harmful bacteria, viruses, or germs.

Product & Packaging Cues:

Child-resistant features, accountable label claims, effortless sanitizing, application, or dispensing



Nesquik

FOOD & BEVERAGE SAFETY & INDULGENCE

Consumers use products for an emotional escape and require assurance they have not been contaminated prior to use.

Product & Packaging Cues:

Tamper-evident features, sensory packaging details, nostalgic brand cues, convenient kits, single-use formats, traceable ingredients or local sourcing



Drnxmyth

SPIRITS EXPERIENCE

Consumers enjoy the opportunity to recreate new experiences in their home and experiment with new flavors.

Product & Packaging Cues:

Single-serve formats, indulgent ingredients and bold flavors, sensory packaging details, better-for-you varieties, convenient kits

For more information on the packaging solutions in demand for your products, contact us at marketing@tricorbraun.com.

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