

Now Trending

ANNUAL: 2021





TricorBraun Solution
Biotrē 3.0



Ball aluminum cup



Grove Collaborative eco-friendly home essentials

Now Trending: 2021

The Covid-19 pandemic lingered through 2021 with a weary familiarity, but was met with resilience, and the measured optimism, of a society ready to fight back. We continued to mask-up and social distance, but we returned to our lives the best and as safely as possible. By the end of January, the emergency rollout of a Covid-19 vaccine had begun, boosting our spirits and immunity.

In the US, the inauguration of President Biden and Vice President Harris ushered in a new administration, and a historically inclusive cabinet for the country. But social and political tension remained. Violence against the Asian American community and the January 6th insurrection highlighted how deep some divisions still ran, and how much work we still had to do.

The climate crisis was ushered back into the forefront, and environmental experts warned how little time we have left to enact necessary change. Global carbon emissions must be slashed in half by 2030, and this will certainly take a global effort to achieve. Consumers want to make sustainable purchases but they depend on major corporations to provide them with sustainable choices.

In Now Trending: 2021, we will revisit the major trends TricorBraun has tracked throughout the year as they relate to consumer behaviors. We will explain their drivers, and most importantly the resulting implications for consumer packaged goods. Through this exploration, we will pose thought starters on what's to come.



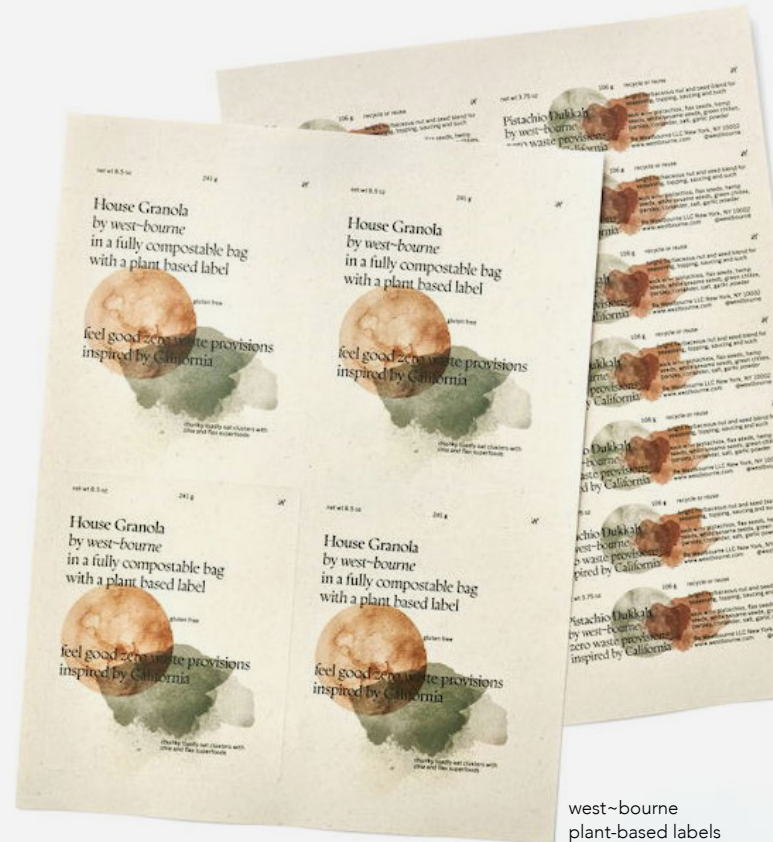
Malin + Goetz detox skincare masks

01. Wellness, Now.

In 2021, products and services that simplified daily routines would create the space needed for relaxation or the ability to focus on higher value activities.

02. The New Sustainability

The climate crisis returned to the spotlight, and while sustainability was no longer considered optional, we began to view it with a much wider lens.



west-bourne plant-based labels



Deciem month-long sale to promote mindful shopping

03. The Next Mindset

Time and financial resources are precious for value-driven consumers, and 2021 ushered in a whole new take on affordability.

PLUS...

04. A Look Ahead

05. Packaging Solutions



Calm guided meditation and sleep aid app



BARK Bright
dental care for dogs



Seed® daily pre- and probiotic

Wellness, Now.

Extended time at home, economic uncertainty, and unnerving social unrest all contributed to an overwhelming sense of anxiety throughout 2021. Our lives pressed forward, and we settled into the next normal. Consumers had new priorities and had to balance them with returning to work and/or school. Stressors were high, and oftentimes energy was low. Mental health became just as important as physical health, as did quality rest and relaxation. Products and services that simplified daily routines would create the space needed for relaxation, or the ability to focus on higher value activities. **Trust in the brand mattered more important than ever, and products that provide reassurance to consumers seeking comfort and security were more likely rewarded with purchase loyalty.**

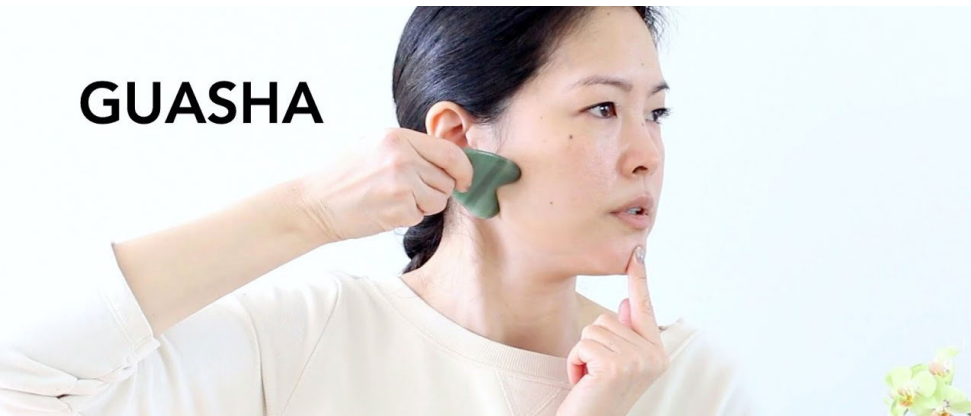
Consumer Priorities

- Transparency surrounding ingredient provenance and formula efficacy
- Clear anti-contamination efforts
- Product safety and sanitization methods clearly communicated on packaging
- Proactive healthcare
- Comfort and security (brand trust)
- "Free-from" formulations
- Everyday indulgences

The self improvement market is estimated to grow to \$13.2bn by 2022 with 5.6% average yearly gains.

Market Research

GUASHA



Guasha tutorial via Gothamista on YouTube



Vitruvi oil diffuser

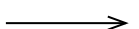
Lifestyle Shifts

- Anxious to get back to normal following a year indoors (pandemic fatigue)
- Return to in-person activities including work, school, and small-scale travel
- Prioritization of mental health, mindfulness, comfort, and self-improvement
- Flexibility is expected in all aspects of life, especially in the workplace (remote jobs, work from home)
- Interpersonal relationships (with people and pets) prioritized over material possessions

Trending Products

- Clean beauty and plant-based personal care
- Supplements for mood, clarity, and relaxation go mainstream, including plant-derived wellness formulations
- Pre- and probiotics to improve gut health
- Better-for-you beverages, including low- or no- alcohol spirits
- Immunity-boosting ingredients
- Premium pet wellness (raw food, daily supplements, dental health)

What does this mean for packaging?



Packaging Implications



Ghia non-alcoholic aperitif



EverRoot™ dog supplement



Maev raw dog food



1906™ Drops plant-based sleep aid



Dr. Cuddles pet grooming



Culture Pop® probiotic soda



Fleur Marché wellness patch



Wildbrine® probiotic kraut



Amass non-alcoholic spirit



Briogeo™ honey-based hair mask



Finn health supplements for dogs

COMFORT...

Nostalgic design

Direct-to-consumer (DTC)
curated kits

Thoughtful consumer experience
(unboxing, product interaction)

Sensory engagement

...AND PROTECT

Child-resistant features

Tamper-evident features

Transparent materials

Hygienic dispensing and application

Secure sealing

Certified for safety

KEEP IT SIMPLE

Ergonomic and easy to use

Targeted application

Clear language and clean
graphic design

Single-use sachets

BETTER FOR YOU

Small format bottles for low-or-
no ready-to-drink (RTD) alcohol
beverages

Modern jars and tins for
supplements that boost immunity
or promote mental wellness

Consider this...

Packaging features that ensure product safety will earn the consumer's trust, but it is the package design choices that garner emotional loyalty. Evoke a sense authenticity with transparent materials, soft material finishes, and clean graphic design. When the consumer feels comfort and protection from the product, they are more likely to offer purchase loyalty.



Starbucks® Borrow a Cup Program

Proven Winners® compostable
Eco+Grande PLA garden containers



The New Sustainability

The climate crisis returned to the spotlight, and while sustainability was no longer considered optional, we began to view it with a much wider lens. The new sustainable mindset balanced both environmental and social responsibility. Living through a global pandemic accelerated our desire to improve our relationships, our communities, and our impact on the environment. Representation and inclusivity mattered, and consumers expected to see these values come through from the brands they support. There was renewed focus on sustainable materials and waste reduction in the consumer packaged goods (CPG) space, but they also need to be safe and effective. Consumers understood they cannot make a lasting impact alone and expected large corporations to help. **Brands who demonstrate responsibility with purpose-driven products, honest goals, and measurable progress, earned the trust of their consumers.**

Consumer Priorities

- Hygienic and secure packaging
- Clean ingredients
- Waste-reduction
- Inclusive products and messaging
- Moral brands with sustainable initiatives
- Responsibly and locally sourced materials and product ingredients
- Interest in new product formats

The US secondhand market is set to reach \$77bn within the next five years as people look for ways to ensure the longevity of their purchases.

Green Queen, WGSN



TooD Beauty



Compostic™



Beyond Meat®



Silverpaw compressed waterless wipes

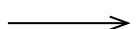
Lifestyle Shifts

- Growing climate anxiety
- Holding brands accountable for sustainability and product claims
- Prioritizing quality over quantity to reduce waste
- Repair or repurpose vs. replace
- Making small changes to reduce one's carbon footprint (composting, at-home gardening, shifting away from single-use plastic, adopting a plant-based diet)
- A shift from "me" to "we"
- People and planet over profit
- Normalizing circular economy principles (buying secondhand, used or imperfect but functional products)

Trending Products

- Non-traditional product formats
- Concentrated and waterless formulas for home cleaning
- Reusable everyday household items like straws, cling wrap, and resealable bags
- Refillable personal care products
- Plant-based meat and dairy

What does this mean for packaging?



Packaging Implications



Good Fur flea & tick spray in aluminum bottle



Myro refillable deodorant



Heineken UK cardboard can toppers



SeeMe skincare for mature skin

Fortis X plant-based bottle



Truman's home cleaning cartridges

TricorBraun Solution
HiVis Refill and Dispensing System



Common Heir vegan skincare capsules, zero-plastic packaging



Diageo® paper-based bottle



Evian® label-free bottle



Peace Coffee beans with transparent sourcing



Safely concentrated plant-based home cleaning

SAFELY SUSTAINABLE

Aluminum or glass containers that can be sanitized and safely reused

Single-use recyclable films and pouches

Closures that seal and provide tamper-evidence without a liner

A CLEAR CAUSE

Ergonomic features

Inclusive language and modern graphics that celebrate imperfections and reduce stigma

QR Codes for product traceability and brand accountability

ECO-CONVENIENT

How2Recycle certifications on pack

Refillable systems using concentrated formulas or cartridges

Compostable pouches

Mono-materials for single-stream recycling (made with one resin or a combination of resins from the same family)

DISRUPTIVE FORMATS

Lightweight packaging for high-end products, like PET bottles for spirits

Plastic alternatives like bio-resins, paperboard or aluminum

Waterless product formats for smaller lighter, packages

Consider this...

Consumer education is a key feature of a successful sustainability program. Packaging is the vehicle for the product and the brand message. If consumers are not able to quickly appreciate the sustainable features of your product, they are less likely to value it over competing options. Use clear language to highlight the benefits of your sustainable features on label, indicate How2Recycle, or special certifications.

Pay for the brand name



Le Labo Santal 33
\$192

or

Pay for the perfume



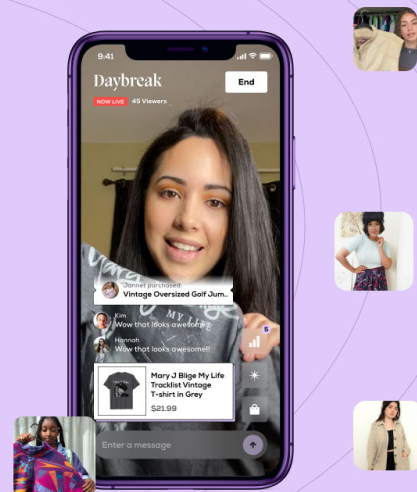
dossier
\$49

Dossier luxury perfume alternative

✦ Galaxy

Live Shows.
Thrift Shopping.
Buy Sustainably.

Galaxy is a community of people who love vintage fashion, upcycled items, and boutique brands. Join us to buy and sell your favorite items using the power of live video.



Galaxy live fashion thrifting app

The Next Mindset

Time and financial resources are precious for value-driven consumers, and 2021 ushered in a whole new take on affordability. Price was no longer the sole consideration when weighing value for money. Consumers are certainly trading down on non-essentials, but they are also trading up on products that add convenience or align with their personal values. Products that do more with less were favored, as were those that streamline routines. But above all, consumers were no longer interested in low costs that caused them to sacrifice quality. Omnichannel shopping offered opportunities to shop differently and try new products more easily. Direct-to-consumer (DTC) platforms added convenience and built a sense of community between consumers and brands.

The next mindset of savvy consumers values brands that present a reasonable price, a purpose, and flexibility of choice.

Consumer Priorities

- Cost-effectiveness
- Efficacy and quality regardless of price
- Multi-purpose and multi-functional products
- Simplified choice with the ability to personalize (less variety, more focus on key qualities)
- Creating streamlined routines
- Availability of supply
- Sustainable product options
- Convenience (one-stop shopping)

"Sales at 'limited assortment' stores...are projected to grow 5.6% annually through 2023."

Inmar Analytics, WGSN



Yappah upcycled chicken crisps



Misfits Market sustainably sourced groceries up to 40% off retail



Veja sneaker repair and recycle test hub

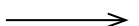
Lifestyle Shifts

- Trying new brands and products due to availability and limited supply, especially private label
- Omnichannel shopping resulting in fewer, more streamlined shopping trips
- Time-pressed consumers balancing online and in-person lives
- Perception of value has evolved and consumers are willing to pay more to get more (brand purpose, experience)
- The desire to balance convenience, affordability and sustainability
- Associating sustainable product claims with perceived higher value

Trending Products

- All-in-one and concentrated formulas
- Private label brands
- Right-sized offerings
- DTC kits with brick and mortar touchpoints
- Goof-proof subscription refills
- Upcycled ingredients and materials
- App-based support to simplify repurchase

What does this mean for packaging?



Packaging Implications

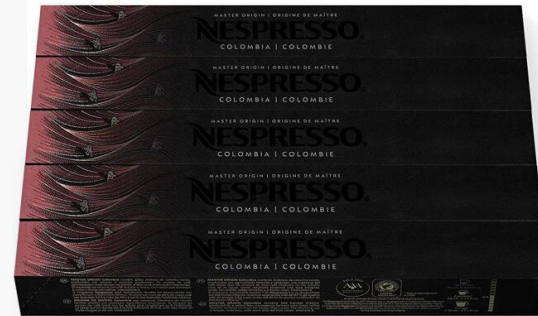
Avaline certified organic wine



Jones Road multipurpose face oil stick



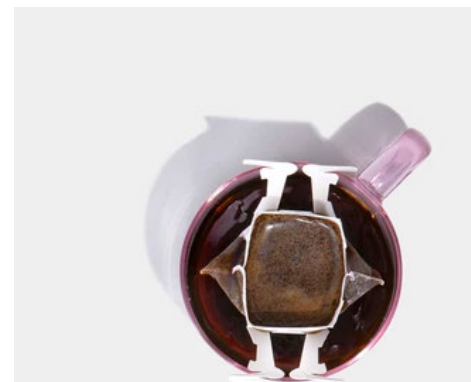
Olay refillable skincare



Nespresso coffee pods



Cometeer frozen coffee concentrate



Copper Cow
Vietnamese Coffee Pour Over Set

Target® private label, Good & Gather





Sunday subscription lawn care

PURCHASE-WORTHY

Premium and reusable packaging for eco-friendly products

Communicate a value-driven brand with whitespace, easy to read fonts, and clean aesthetics.

STREAMLINING

Solid stick packaging for multi-use skin care application

Subscription refills for household staples

Lightweight formats like flexibles

Ecommerce-friendly closures like pumps with locking features

Product bundles containing a variety of formats to encourage trial

FORMATTED FOR ME

Bulk sizes for basic purchases

Dosing tools like scoops, droppers, or individually-portioned sachets

Single-serve or small formats for sampling and flavor experimentation

RTD cocktails for convenient at-home indulgence

Consider this...

There's never been a better time to differentiate from the national brands. The perception of value-driven products is changing. Private label brands are tapping into minimal packaging design cues to communicate high-quality products without the extra costs. Consumers are more willing to trade down for affordable alternatives, so they can trade up on products that support charitable causes or sustainable change.



Line39 single-serve wine spritzers



Mouth.com curated kit

Omsom spice blend sampler



THOUGHT STARTERS

2022 & Beyond: Consumer Priorities



MINDFUL CONNECTION

As consumers increasingly come to rely on digital experiences for escapism, how can brands **marry technology and packaging to create seamless consumer experiences?**

The desire to maintain a healthy community will drive the **shift from "me to we"** and consumers will expect brands and products to demonstrate how they support the greater good.

How can AI be used to **educate consumers** on new products?

How can brands use **packaging to promote wellness** messaging?

Pets are more ingrained in our lives than ever, and consumers want to keep it that way. Expect **pet care products** to remain in demand.



ECOMMERCE EVOLUTION

Consumer expectations are high. How will we **balance immediacy with sustainability?**

Last mile delivery and shipment bundling will be key, and consumers may choose longer delivery windows on purpose if the environmental benefit outweighs the inconvenience. Can your packaging handle the **increased number of touchpoints** and time in transit?

As supply chain issues continue, ecommerce can help consumers find and try new items. How can packaging **reinforce brand identity** in DTC models?

As brands shift towards DTC models, how will **product formats and packaging** change in response?

How will product packaging evolve to impact the "first moment of truth" in an **increasingly digital world?**



Chubby Snacks
healthier PB&J

Jiant Hard Tea



Bite, Wellow, Fussy
via Fast Company

HYBRID LIFESTYLES

The Metaverse is coming. How will brands **balance digital and physical** in order to meet the needs of consumers?

How will packaging evolve to support **versatile social and work environments** and shopping platforms?

How will product formats change to meet the needs of **consumers' new lifestyles**?

How can packaging promote **flexibility of choice** and personalization?

How can brands utilize packaging to **simplify or streamline** consumer routines?

THE ONES TO WATCH

THESE TRENDS ARE GOING STRONG
KEEP AN EYE ON:

Healthy comfort food

Solid sticks and waterless formats

Nostalgic design

Small format, or flat-pack, packaging

AI-aided brand experiences

Refillable cartridges

Premium pet wellness

Skincare-cosmetic hybrids

Packaging Solutions

Going into 2022, convenience and safety will be expected across the board. The rapid acceleration of ecommerce will continue, and consumers will lean into it for the simplicity and flexibility it provides. But as the demands for ecommerce grow, the resources needed to operate it will be viewed through a more sustainable lens. Packaging will be light-weighted or re-formatted into refillable systems that use eco-friendly materials. Consumers and brands alike will weigh the value of certain conveniences against the carbon footprint they incur, and in many cases, a hybrid approach will be favored. Savvy CPG retailers will draw upon brick and mortar and ecommerce to create the ultimate consumer experience. At home or at work, consumers will expect versatility and control over what works best for them. Mindful connections will be prioritized, as will a healthy balance between physical and digital interactions.

At TricorBraun, we prioritize an understanding of these consumer behaviors so that we can develop packaging that speaks directly to their needs and creates a delightful experience.

Contact us at marketing@tricorbraun.com to get started on your solution today.



TRICORBRAUN®

6 CityPlace Drive, Suite 1000 | St. Louis, MO 63141 | Tel: 800-325-7782