

CONSUMERS DESIRE:

# MINDFULNESS & CONNECTION

## What drives this trend?

After the stress and isolation of the pandemic, consumers are heavily prioritizing connections with their families, communities, pets, and even the brands they love. But wellness in the digital age will require mindful choices. The desires for convenience and immediacy, which were fueled by the ecommerce explosion, will now need to also address concerns for sustainability.

## How does this trend affect products and packaging?



Image: Rookie Wellness

### NUTRACEUTICALS

To help consumers recharge, products that promote sleep and relaxation will be in demand. In addition, a growing focus on supplements that promote eye-health will help consumers counteract blue light damage.

**PACKAGING IMPLICATIONS:**

Premium packer designs with flexible refills, pre-portioned sachets



Image: Johnnie Walker

### SPIRITS

Premium spirit brands will lean into tech-powered product verification to prove authenticity and connect with their consumers. Low-or-no alcohol alternatives continue to build on their wellness driven approach to indulgence, flaunting premium ingredients and package designs that rival their alcohol counterparts.

**PACKAGING IMPLICATIONS:**

Elegant glass designs and premium deco effects, cans, small format bottles



Image: MUD\WTR

### FOOD & BEVERAGE

Portion control packaging, functional ingredients, and calming formulas promote mindful snacking with consumers. DTC shipping takes the hassle out of grocery shopping, ensuring a convenient supply of their favorite wellness driven food and beverages.

**PACKAGING IMPLICATIONS:**

Premium snacking jars in glass, plastic or aluminum, resealable pouches



Image: Goodhabit

### PERSONAL CARE

Working from home has altered many consumers' routines, and they're looking for different types of personal care products as a result. Increased time in front of screens has consumers seeking blue-light protection skin care. Self-care products continue to be in-demand, and now take on a more luxurious edge.

**PACKAGING IMPLICATIONS:**

Sprays, droppers and pumps for convenient dispensing and application



Image: Nookary

### HOME CARE

Consumers are seeking out products that create soothing environments or promote mindful practices in the home. With the increase of in-home exercise practices, products that help safely clean and disinfect the equipment surfaces will also be popular.

**PACKAGING IMPLICATIONS:**

Cleaning products in reusable bottles with convenient dispense or refill options, candle glass and droppers



Image: Tally-Ho Water Enhancer

### PET CARE

Consumers are as mindful about what they feed their pets as what they feed themselves. High-quality pet food, treats and supplements with functional ingredients in convenient formats will be in demand. Packaging that includes sustainable materials and resealable features will best support.

**PACKAGING IMPLICATIONS:**

Spouted flexibles, dosing, resealable pouches, sustainable materials

Source: The Ebco

Let's talk packaging!

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