

NOW TRENDING PERSONAL INDULGENCE

Consumers are looking for convenient methods to bring small luxuries and stress relief into the home environment as a treat, but also as a growing form of wellness. These products are a welcome indulgence and include experiential formats shipped directly to consumers' doorsteps, personal care treatments, wellness-focused meal kits, and at-home cocktails.



1. PERSONAL CARE TREATMENTS

2. DTC PERSONAL CARE KITS

3. HYGIENIC APPLICATION

4. CONSCIOUS INDULGENCE AND TREATMENTS

5. WELLNESS MEETS CONVENIENCE FOCUSED MEAL KITS

6. COCKTAIL KITS AND NEW FORMATS

PERSONAL CARE

PERSONAL CARE TREATMENTS

Personal care routines have moved into the home. Even with consumers trading down to reduce costs, they are still indulging in self-care treatments that provide a luxurious, mental retreat.

PACKAGING: Flexible tear pouches are convenient for use at home, as well as rigid bottles and containers with moisturizing claims predominantly on pack.



Saturday Skin Intense Hydration Mask



Dove Whipped Body Cream and St. Ives Renewing Moisturizer

DTC PERSONAL CARE KITS

As consumers gravitate towards at-home products and shopping experiences, brands are focusing on the unboxing and reorder experience, which heavily emphasizes the aesthetic and functional nature of packaging.

PACKAGING: Sturdy package formats and vessels ensure structural integrity, with simple uses of color and graphics to provide clean aesthetic.



Kylie Skin



Tula Skincare

HYGIENIC APPLICATION

Hands are prone to being covered in bacteria, which can lead to germs finding their way into facial products. Emerging brands include applicators to reduce contact of fingers with product while also evoking luxury.

PACKAGING: Dropper assemblies and jars with smooth plastic applicators provide a sensorial and luxurious application at home.



ANFISA Regenerating Skin Balm



Skinceuticals Hydrating B5 Gel

NOW TRENDING



Truly Unicorn Body Butter

CONSCIOUS INDULGENCE AND TREATMENTS

Interest in conscious beauty, products that are good for you and help you look and feel your best, continues to grow and receive additional momentum. COVID is impacting this movement more as people focus on clean ingredients they can trace.

PACKAGING: Products come in a range of packaging formats, from sturdy glass jars used for transparency to show ingredients inside, to treatment-focused applications that utilize color for an eye-catching appearance.



Wishful Yo Glow

We are passionate about the undeniable role that smart, compelling packaging plays in the success of new and refreshed products.

That's why we synthesize the key consumer trends and category movements for your brand in order to develop packaging that connects with your target consumers and delivers an exceptional experience.

FOOD & BEVERAGE

WELLNESS MEETS CONVENIENCE FOCUSED MEAL KITS

Cooking at home has been a way to disconnect and focus on both health and comfort during this time. Consumers are looking for convenient solutions for restaurant-style and wellness-oriented meals provided to their doorsteps.

PACKAGING: Pre-portioned storage vessels transparently display ingredients as well as double as food prep vessels for easy cooking at home.



Splendid Spoon



Hungryroot Grocery Kits

COCKTAIL KITS AND NEW FORMATS

Cocktail curation brands are providing mixologist-approved recipes via direct home delivery, which consumers are using and also gifting to friends as "coronavirus care packages," creating both comfort and indulgence during this time.

PACKAGING: Delivery services are curating an at-home cocktail experience via durable, leak-proof package formats.



Shaker & Spoon Cocktail Subscription Boxes



Saloon Box Luxury Cocktail Kit

THE FOREFRONT OF PACKAGING

We explore emergent cultural and category trends in order to recommend and develop consumer-preferred packaging solutions.

When you work with TricorBraun, you have access to world-class resources throughout all aspects of the packaging process. Our expertise includes everything to take your packaging from napkin sketch to retail shelf.

Whether you're looking for a stock package or a groundbreaking custom design, we work with flexibility toward the best solution for you.

If you have questions about this brochure or our services, please call 800-325-7782 or email marketing@tricorbraun.com



DREAM & DISCOVER

Lifestyle trends, brand objectives, purchase drivers, packaging formats



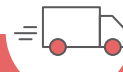
DEVELOP & SOURCE

Stock components, custom solutions, deco and labeling, supplier selection



DISTRIBUTE & MANAGE

Global footprint, managed inventory, logistics and service, reduced complexity



DELIGHTFUL EXPERIENCE

Quality assurance, speed-to-market, smarter solutions, limitless options



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