



NOW TRENDING

# RESPONSIBILITY



# Responsibility is the new sustainability.

## Why is it trending?

- Growing anxiety over climate change and its impact on global health, agriculture and industry
- Social media driven culture of radical transparency and accountability
- Consumer backlash against perceived greenwashing, inauthenticity, or inaccessibility of products
- Government legislation and large retailers placing ownership on brands to ease the impact of single-use packaging on the environment
- Increased consumer trust in brands that support both social and environmental issues
- Increased likelihood of Millennials and Gen Z to trade up for moral brands



INTRODUCING  
EVERYDAY FOR EVERY BODY™

# PERSONAL CARE THAT ACTUALLY CARES.

Everyday for Every Body



Henry Be via Unsplash



Filip Urban via Unsplash





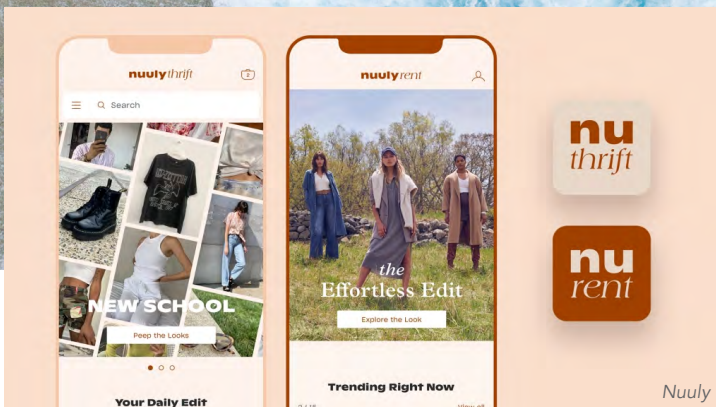
Issy and Co.



Discarded Spirits



Magnum







BackMarket



Lush

## Lifestyle & Product Trends

### Consumer Habits

- A preference for purpose-driven brands
- Willingness to pay more for products with clear sustainability goals and actions
- Supporting local, women- and BIPOC-owned businesses
- Secondhand shopping on the rise (Goodwill, Mercari, Depop, Facebook Marketplace)
- Refurbish and repair instead of discard and replace
- Subscription-based clothing rental gains popularity
- Slow home design and slow fashion
- Swift online backlash to distasteful, controversial, or politically incorrect behavior

### Culture Shifts

- Prioritizing diversity, inclusivity, and accessibility
- Demanding transparency from corporations
- Adopting a circular economy mindset
- A preference for unedited, filterless imagery
- Digital activism

### Responsibility at Home

- A preference for clean ingredients and formulations
- Swapping single-use for multi-use essentials, for example using beeswax food wraps instead of plastic
- Adopting self-sufficient habits (homesteading) via urban farming or keeping of livestock
- At-home composting to reduce food waste
- Swapping grass lawns with water-wise clover and native plants







A still life photograph of a kitchen counter. In the foreground, there is a silver moka pot on the left, a black coffee grinder in the center, and a small brown bottle on the right. A light-colored cloth with a dark pattern is draped over the grinder. A yellow lemon is partially visible on the far left. The background is a blurred green plant.

# Our approach

There's an important connection between packaging design and functionality and consumers' evolving needs and lifestyles. We work to understand consumer behavior and preferences so that your packaging not only connects with consumers but outperforms their expectations.

When this happens, you are able to drive success with product longevity, brand loyalty and even evangelism. We can help you get there.

Let us show you what the implications of consumer lifestyle trends mean in terms of packaging design features and functionalities. Now Trending in Responsibility: recycled or recyclable materials, accountability, and ethical brands and packaging.



## PACKAGING IMPLICATIONS



TricorBraun Success Story  
MUD\WTR recyclable, reusable tins



Kindbeauty recyclable aluminum bottle

## RECYCLED OR RECYCLABLE

### CONSUMER PRIORITIES

- Circular
- Ease of recycling
- Reduced waste in oceans and landfills

### WHAT THIS MEANS FOR PACKAGING

- Recycling instructions clearly communicated on-pack
- All-plastic or monomaterial packaging ideal for single-stream recycling
- Easy-to-separate components
- Non-plastic alternatives like paper, glass, or aluminum
- No secondary packaging
- Use of recycled (post-consumer) and oceanbound resins
- Closed-loop systems



Consumers can return Straus Family Creamery glass bottles to stores for a \$2 refund. Bottles are reused five times before recycling.



Biologie paperboard bottle with lightweight plastic liner



*Spruce multi-purpose cleaner refill and aluminum bottle*



**TricorBraun Success Story**  
Soma recyclable cider can



*HUM oceanbound plastic packer*

*GEM subscription-based  
refill supplements*



*Graza post-consumer resin  
recyclable olive oil bottles*



*Paper Cosmetics biodegradable  
and recyclable paper tube*



**TricorBraun Success Story**  
Project Clean recycled resin bottles



## PACKAGING IMPLICATIONS



Saie clean ingredient cream blush



Rare by Nature small batch supplements

## ACCOUNTABILITY

### CONSUMER PRIORITIES

- Honest and demonstrable claims
- Product and package provenance traceability
- Trusted certifications
- Non-toxic, limited ingredients
- Minimal processing
- Reduced carbon footprint throughout entire supply chain

### WHAT THIS MEANS FOR PACKAGING

- Lightweight
- Material reduction
- Design optimization
- Minimal decoration or effects
- Product benefit and ingredient call-outs
- Ingredient and manufacturing claims clearly communicated on-pack
- Hygienic, secure sealing

Finn vet-endorsed pet supplements



### TricorBraun Success Story

Reed + Gwen uses recycled material packaging and formulates their clean beauty products with little to no water





Haven's Kitchen fresh ingredient marinade



Gray Whale Gin donates 1% of profits to protect marine ecosystems



Evereden clean baby care



Born Simple lightweight flexible sauce pouch



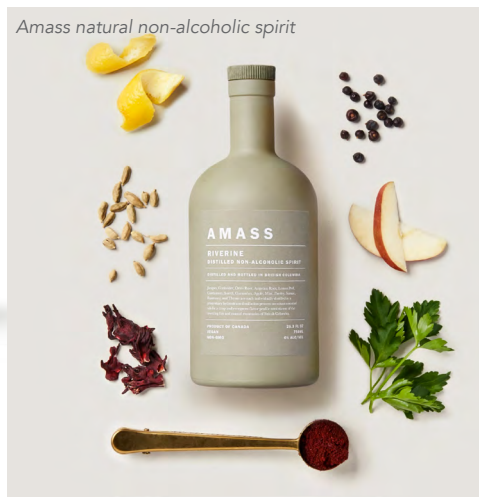
Ritual traceable ingredient supplements



SQUEAK natural all-purpose cleaner



TricorBraun Success Story Tag No.5 Vodka lightweight, recyclable PET bottles



Amass natural non-alcoholic spirit



## PACKAGING IMPLICATIONS



Wise shampoo refill



TricorBraun Success Story  
Truman's refillable home cleaning



Imperfect Drinks cold-pressed tea and juice made from upcycled "ugly" fruit

## ETHICAL

### CONSUMER PRIORITIES

- A reflection of their own values
- Community-focused and locally-sourced
- Inclusivity, accessibility and diversity
- Concentrated or dehydrated product formats
- Waste-free trial
- Renewable or reusable

### WHAT THIS MEANS FOR PACKAGING

- Locally sourced ingredients and materials clearly communicated on-pack
- Biodegradable or compostable materials
- Refillable and reusable
- Just-right sizing
- Accessible and user-friendly



TricorBraun Success Story  
Tandem Coffee Roasters fully compostable and BPI certified flexible bag



Usual sustainably-farmed wine



Bluehand hand soap concentrate tabs



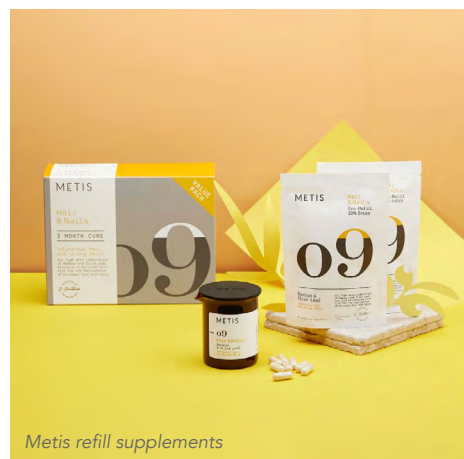
Le Domaine genderless skincare



TricorBraun Success Story  
Just Made plant-based resin bottle



L'Occitane braille label



Metis refill supplements



TricorBraun Success Story  
Kindness and Mischief 60% compostable,  
60% renewable bag



NoJo London's manufacturing process  
aims to minimize food waste







# What's next?

- Companies will go beyond net-neutral sustainability in favor of regenerative, net-positive practices
- Global businesses can use their scale to democratize sustainability, as the current premium on “green” products is a purchase barrier for many consumers
- Brands can invest in more attainable “micro-sustainable” changes such as reducing overall material use and designing for recyclability
- Widespread commercial use of bioplastics in packaging and products as new materials, coatings and manufacturing processes enter the market
- Improved quality and clarity of post-consumer resin
- As younger, more diverse generations gain market share, representation and inclusion will matter more than ever

## CONSIDERATIONS

- 81% of consumers want to create less waste while 79% feel the responsibility to address climate change should fall on companies
- 54% of consumers say the sustainability of packaging is a factor in product selection
- Consumers will continue to balance the need for immediacy (fueled by ecommerce and direct-to-consumer models) with concerns for sustainability
- On-pack claims around recyclability can often be confusing for the consumer
- Lack of consumer participation negatively impacts how much recyclable waste is actually recycled
- Incentivize recyclability via packaging return programs
- Consider your brand's sustainability goals as well as government legislation when choosing packaging
- Certain packaging design features may cause poor sorting in the recycling stream
- Consider how transitioning to a more sustainable packaging solution will affect accessibility and experience for end-users





Ready to explore how your packaging can reflect your  
commitment to being a responsible brand?  
Contact our award-winning team to get started.

Email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com)

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