

THE VALUE-DRIVEN CONSUMER

From global uncertainty to the cost of living increase at home, people are keeping a watchful eye on their finances.

TWO KEY VALUE TRENDS

Consumers are trading down - and looking for value. As people look to spend less, wholesale club and discount store sales are up. In addition, private label's share of the consumer packaged goods market now sits at over 20% sales growth year-over year.

At the same time, consumers are staying loyal - or even trading up - for what they value. Consumers may be price conscious, but many will remain loyal if they perceive value. Consumers will trade up to buy from responsible brands (whether environmental or social). They will also trade up for wellness, convenience, and/or an indulgent experience.

“People prioritize a good value when making purchases and they want retailers with strong values.”

- Vericast 2022 TrendWatch



Complement

NUTRA

Personalization is key. Nutraceutical brands tap into new product formats so consumers can match their vitamin and supplements to their lifestyles, and direct-to-consumer (DTC) brands create opportunities to tailor formulas and packaging to the user.

Packaging Cues:

- Droppers and valve-dispensing closures
- Glass and plastic packers
- Wide mouth packers for gummies
- Powder canisters with scoops
- Flexible bags and sachets



Target Good & Gather

FOOD & BEVERAGE

As consumers seek cost-effective alternatives, they're prioritizing private label products over national brands. The right packaging design can both legitimize and celebrate these value-driven brands. Bulk sizes and multi-packs optimize cost per ounce and last longer, reducing trips to the store.

Packaging Cues:

- Jars and tubs
- Jars with grips or handles
- RTD beverage bottles and beverage carafes
- Resealable flexible pouches
- Aluminum cans



INC.redible

PERSONAL CARE

Consumers value products that streamline their routines. Multi-use or 2-in-1 formulas will allow them to spend less time getting ready. With an improved user experience, consumers may be more willing to trade up on price.

Packaging Cues:

- Solid sticks made from recycled resins or mono-materials
- Small format bottles for concentrated formulas
- Flexibles with spouts
- PCR bottles and dispensing closures
- Aluminum bottles for refill systems



Target Everspring

HOME CARE

Convenience and responsibility coincide as eco-friendly, concentrated, and multi-purpose solutions make cleaning effortless and add simplicity to home care routines.

Packaging Cues:

- Refillable and reusable systems
- Flexibles and sachets
- Tablet tubes
- Concentrate bottles
- Trigger sprayers



Public Goods

PET CARE

DTC shipping takes the hassle out of replenishing pet products. Functional features like easy open lids, resealable pouches, and single-serve portions will drive value for consumers who are looking for ways to keep their pet products safe and fresh.

Packaging Cues:

- Plastic or glass jars
- PCR bottles
- Resealable pouches
- Easy-open lids
- Single-serve sachets



On the Rocks Cocktails

SPIRITS

The “better for you” trend continues for spirits as consumers seek out clean ingredients in their alcohol beverages. Convenient formats like lightweight or small-serving bottles promote sampling, portability, and are overall better suited for DTC kits.

Packaging Cues:

- Single-serve or small format glass bottles
- PET bottles
- Aluminum cans

Sources: Sinopoli Brand Consulting, LLC; Global Data; McKinsey & Company

Let's talk packaging!

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