

2021 LABEL AND PACKAGING TRENDS

Packaging and labels are the first aspects of a product that a shopper interacts with. Knowing trends in the packaging and label industry can help you better connect with your customers, and better convey your brand message. 72% of American consumers say their purchasing decisions are influenced by packaging design.* Labeling and packaging choices grant businesses and products the opportunity to stand out, convey the story of their brand, and draw customers in.

As eco-friendly material and sustainability have become a major concern for consumers, recyclability has become one of the most notable trends within the industry. Recyclability refers to how well the material in packaging can be recovered and repurposed for additional uses.* 75% of U.S. adults say they are concerned about helping the environment through their daily behaviors; and 87% of U.S. consumers say they are more likely to buy from brands that have shown their commitment to eco-friendly practices.** Sustainability is, and will continue to be, a major concern among consumers in the upcoming year, as roughly two-thirds of Americans are willing to pay more for sustainable products.*

Minimalism has become quite a global trend, and that includes within the label and product packaging industry. Minimalism is all about introducing simplicity into your product packaging – making your packaging look natural without busy graphics. To promote minimalism effectively, you should focus on just one visual element. Using only one bold typography and one striking color can still create a strong impact. Simply communicating your product through no-nonsense branding can convey an aura of transparency and honesty - which is always a good foundation for building trusted customer relationships.*

Captivating consumers with enticing packaging textures is another trend gaining popularity. According to researchers from Bocconi University and Innsbruck University, overly crowded product displays can be visually overwhelming for customers. As a result, customers will often rely on touch to make their buying decisions. Customers who touched products with embossed labels viewed the product as being 'higher-end' and 'premium' – they believed the product was worth more. Packaging and labels that provide a more tactile experience can help set your product apart.**

Packaging designs that connect consumers to a larger brand idea or story in an eye-catching way will only continue to surprise and delight.

63% of consumers have purchased a product again because of the product's appearance.* The importance of product packaging is growing and will only continue to grow in the following year. Learning about label and product packaging and the trends that populate it will only allow you to grow along with the industry.

“81% of consumers
have tried something new
because the packaging
caught their eye.”



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