

Packaging Trends in Beverage

Retail packaging trends in the beverage industry have evolved significantly in recent years, driven by a growing demand for sustainability, enhanced security, brand differentiation, and retail draw.

At the same time, innovations in design and functionality are enhancing convenience and appeal. As these trends continue to shape the market, packaging has become a key element not only for product protection but also as a powerful tool for storytelling and consumer engagement.

Beverage Cartoning Trends

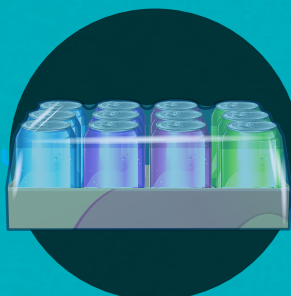
Be it corrugate, shrink wrap, or a combination of the two, there are multiple options when it comes to beverage cartoning, all of which can be designed to ensure your brand stands out in retail.



Corrugate Only



Corrugate Tray Only (no shrink wrap)



Shrink Wrap with Corrugate Base



Shrink Wrap Only

Variety Is the Spice of Life:

Variety Packs

Beverage variety packs have become a popular trend due to their ability to cater to diverse consumer preferences and offer a convenient, customizable experience. With an emphasis on exploration and personalization, these packs allow customers to sample a range of flavors without committing to a single option.



Pour-fectly Packed for Every Occasion:

Beverage Gift Sets

Beverage gift packs are popular not only in supermarkets and specialty stores but also in club stores. The packaging is primarily made of corrugate or chipboard, with internal structures often crafted from corrugated material for its rigidity and sustainability.



What Is Amazon SIPP and What Does It Mean for Your Business?

The Amazon Ships in Product Packaging (SIPP) program is an initiative focused on reducing waste and improving the customer experience by shipping products in their original packaging—without the need for extra Amazon boxes. Ready to elevate your packaging game for Amazon? Download our eBook, and partner with our certified experts today!



Scan for more info.



Green is the New Black



Today's consumers are increasingly conscious of the environmental impact of their choices. In addition to doing your part to help protect the planet, going green with your packaging can serve as a major selling point for your customers. With 82% of consumers across various age groups willing to pay more for products with sustainable packaging*, eco-friendly packaging has emerged as one of the most popular beverage trends for brands.

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*Euromonitor International





Corrugated Displays

Corrugated displays remain the most popular medium for promoting products in retail. These displays are economical to produce, easy to update, highly creative, offer ample graphic space, and are sustainable, making them an ideal choice for retailers.

The WOW Factor

Oversized 'WOW' display structures or layouts are a prominent trend in retail. By combining products, display structures, signage, and props, these WOW displays become the undeniable focal point of the aisle.



Making Statements

In lieu of WOW displays, retailers often stack products together to create larger display units. Because of this, companies strategically design their branding to make an impactful statement when products are stacked. Some beverage companies even create special graphics that double as decorative art, whether the products are sold individually or as a set. Flexography remains a popular printing method, enabling the creation of bold and eye-catching graphics.



Sipcurity:

Keeping Your Beverages Safe from the Swipe

With shoplifting becoming an increasing concern in retail, many popular items are now displayed using plastic signage that simulates the actual products on shelves, helping to deter theft.



More Brand Opportunity

Beyond their functional purpose, corrugate trays also serve as a valuable opportunity for branding.

What's Old is New Again

Retro style is currently trending and its influence can be observed in both structural designs and branding. Vintage packaging, including colors and typography that have an old-time feel, is both visually and emotionally pleasing to consumers, providing a dose of nostalgia and bringing them back to the "good old days."



Research found that end-of-aisle displays significantly boost sales, with a notable increase in sales for both alcoholic and non-alcoholic beverages when placed in these high-visibility areas.*

*National Library of Medicine

Are you maximizing how your products are getting noticed in-store?

Bay Cities is a full-service designer and manufacturer of packaging and in-store displays that drive sales at major retailers nationwide. Our Los Angeles headquarters offer comprehensive solutions for brands looking to move products off the shelf. This includes in-house design and structural engineering, manufacturing, fulfillment, logistics, and distribution to retailers. Bay Cities is committed to sustainability which is why our corrugate is SFI™- and FSC™-certified, 100% recyclable, and is made with 99% post-consumer waste.

As leading experts in retail design, we have assembled the TrendSpotters — a unique team of our top structural, graphic and brand designers, combined with our top marketers. We are consistently tracking trends such as shopper behavior, technology, new or unique products and brand innovations. We use this data to validate our design decisions and marketing efforts and share with our customers for continued collaborative success in retail.

Beverage Packaging From Concept to Shelf!

From variety pack creation and repacking to graphic design services, versatile cartoning solutions, and seamless direct-to-retailer shipping, Premier Packaging ensures that your product is retail-ready. As a preferred vendor with direct relationships with major retailers, we know what it takes to successfully showcase your beverage brand at retail. Whether you're launching a new SKU or reworking your packaging for specific retailers, let Premier Packaging transform your beverage packaging process.



To learn more about Bay Cities' services, visit bay-cities.com
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