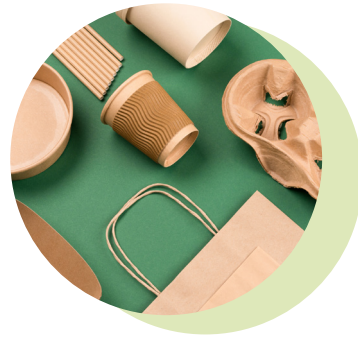


packaging & SUSTAINABILITY

Packaging is a major focal point for environmental sustainability, as consumers are becoming more aware of the prevalence and risks of micro plastics and want to align with companies that take steps to reduce packaging waste. Many food and beverage companies have set goals to pursue new packaging formats or cut down on package waste as part of their circularity efforts. There is a lot of opportunity in this space for developers.

Here are a few considerations:

- 46% of consumers think companies are “most responsible” for increasing the amount of packaging that is recycled.
- Packaging is often the most common way shopper’s consider sustainability in a product and developers today can innovate with flavor to provide sustainable great tasting products *(and packaging!)*



60% of U.S. consumers

say a restaurant’s efforts to reduce food waste & packaging plays an important role in influencing their decision to eat there.

REDUCE, REUSE, RECYCLE

How are consumers implementing sustainable practices into their everyday lives? According to Mintel, about 60% of consumers in both 2021 and 2022 said they had recycled packaging. Following closely behind included planning meals at home to avoid wasting food and buying fewer new clothes. The importance of recyclable products is a key factor product developers should keep in mind when innovating in their product lines.



WHERE DOES THIS LEAVE FLAVOR?

Some developers are working on edible packaging, like starch-based cupcake wrappers, rice-based candy wrappers and fruit-based casings. Edible straws have already hit the market, available in a range of flavors. There is much innovation opportunity in connecting the dots between packaging and flavor. **In fact, the edible packaging market is predicted to reach \$679 million by 2025, with a combined annual growth rate of 4.3%**

PRODUCTS OF NOTE



CUISINE SOLUTIONS SOUS VIDE HONEY BUFFALO-STYLE CHICKEN TENDERS are flame-seared chicken tenders with a touch of sweet heat that come in a tray that is 100% compostable and biodegradable.

44% of consumers said they likely or definitely buy this product.



SORBOS STRAWBERRY EDIBLE STRAW, made by a Brazilian manufacturer, is a 100% biodegradable straw that contains no plastic and is said to leave a delicious taste in the mouth. The straws are claimed to last up to 30 minutes in cold or iced drinks.

LOOKING FOR MORE ON SUSTAINABILITY?

check out our 2023 trend report below



Want to hear about McCormick Flavor Solutions sustainability efforts?

CLICK HERE!



Less than 10% of plastics generated in the U.S. are recycled.



Packaging is a critical touch point for consumer products...

In fact, 68% of U.S. consumers say they’re concerned about the issue of single-use plastics and their effects on the environment. Plastic alternatives such as glass containers or edible packaging can provide innovation and meet sustainability goals in this space.

SOURCES:
 The US Environmental Protection Agency
 Mintel
 Mintel GNPD
 Kantar Markets and Markets
 Datassential