



Packaging
TRENDS
2023 & Beyond



Sustainable



**PACKAGE DESIGNS
BRANDING
SUSTAINABILITY**

Green Packaging Market by 2028 To Reach 385 Billion

TOP PACKAGING TRENDS: Sustainable From the Start

PLASTIC TO ALUMINUM



SHOES:
Biodegradable

PACKAGING & SHIPPER: 100%
from recycled materials

TOP PACKAGING TRENDS: Sustainable From the Start



TOP PACKAGING TRENDS: Sustainable From the Start



Mycelium-based substrates provide sustainable alternative. Naturally decompose.



TOP PACKAGING TRENDS: Mycelium

BIO-CONTRIBUTING: Adds useful nutrients to the soil.



TOP PACKAGING TRENDS: Mycelium



TOP PACKAGING TRENDS: Bursting the Plastic Bubble

PASTA PACKAGING:

Removed plastic & up-cycled wheat waste creates the molded fiber packaging & is biodegradable.



PASTA PACKAGING:

Illustration replaces window



TOP PACKAGING TRENDS: Bursting the Plastic Bubble

REUSABLE CONTAINERS:

Refillables with a touch of luxury.



TOP PACKAGING TRENDS: Refillable & Fabulous




love ocean®
ocean



This is the
tale of a little
big whale

Refill
Return
Recycle



THE LOVE OCEAN BOTTLE IS MADE FROM
100% RECYCLED HDPE PLASTIC



TOP PACKAGING TRENDS: Refillable & Fabulous

NESTLE TO PILOT NEW
RETURNABLE-REFILLABLE
PACKAGING
IN GERMANY.



TOP PACKAGING TRENDS: Refillable & Fabulous

SIMPLE & CLEAN: 4U launched in Walmart



TOP PACKAGING TRENDS: Not-So-Simple Words-Minimal Designs



TOP PACKAGING TRENDS: Not-So-Simple Words-Minimal Designs

SIMPLE & CLEAN: Minimal yet colorful and fun.



TOP PACKAGING TRENDS: Not-So-Simple Words-Minimal Designs



TOP PACKAGING TRENDS: Powder to the People



BLUELAND
New line of
skin care
products.

TOP PACKAGING TRENDS: Powder to the People



**TYPEFACE REFLECTS
PRODUCT**



TOP PACKAGING TRENDS: Typographic Treatments

REDESIGN: Typeface dubbed, Blue Box Sans, rounded like noodles.



TOP PACKAGING TRENDS: Typographic Treatments



TOP PACKAGING TRENDS: Typographic Treatments

**GENTLE NODS TOWARD
DESTINATIONS:** Reflects
holidays in the
Mediterranean

Pleasing



TOP PACKAGING TRENDS: Inspired Regionalism



**WHOLE FOODS
EXCLUSIVE PRODUCT:**
Features a Kentucky
waterfall.



TOP PACKAGING TRENDS: Inspired Regionalism

INTERWOVEN ELEMENTS:

Mixing Florals &
the female form.



TOP PACKAGING TRENDS: Collage Core-The Fantasy Worlds

MAD LEMON

Psychedelic
images in a
collage layout.



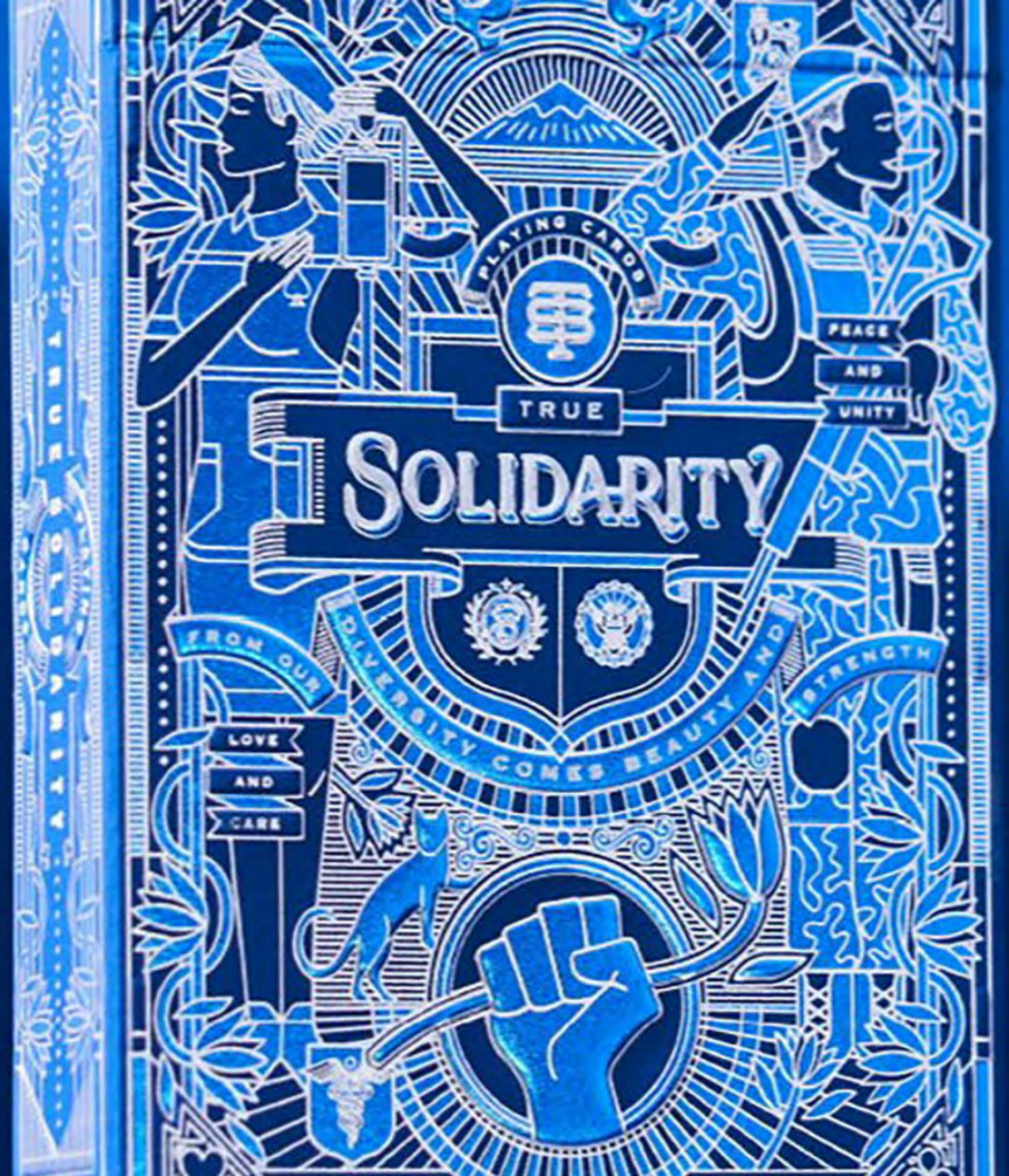
TANK GARAGE WINERY

Crystal-fermented
wine mystical
image label.



TOP PACKAGING TRENDS: Collage Core-The Fantasy Worlds

**ANNIVERSARY
DESIGN**



TOP PACKAGING TRENDS: **Loving The Old World/Luxury**

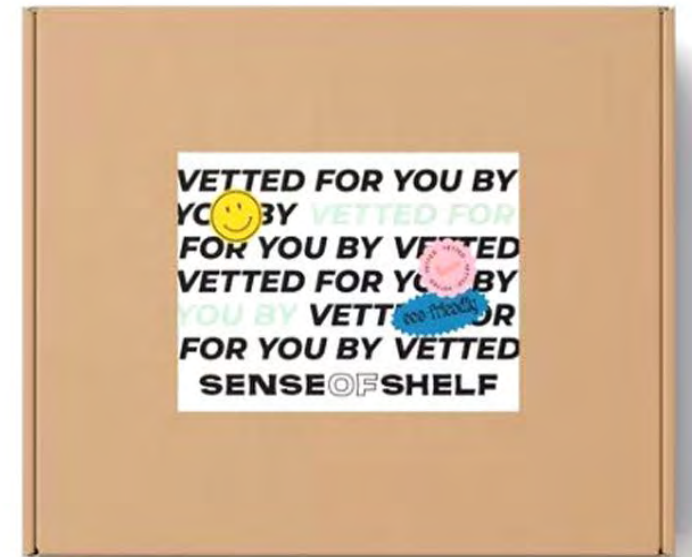


TIMELESS, CHIC & UPSCALE:

Inspired by architecture, each box features intricate illustrations & gilded detailing.



TOP PACKAGING TRENDS: Upscale Details/Luxury



TOP PACKAGING TRENDS: Stickermania



TOP PACKAGING TRENDS: Stickermania



TOP PACKAGING TRENDS: **Groovy Feels**



TOP PACKAGING TRENDS: Groovy Feels



TOP PACKAGING TRENDS: Groovy Feels



**INSPIRED BY
VINTAGE
CAMPING
GEAR**



**RETRO-INSPIRED
GIFT SET**

TOP PACKAGING TRENDS: Vintage Vibes



TOP PACKAGING TRENDS: Branding With Cartoons/Line Art



TOP PACKAGING TRENDS: Hand-Drawn Elements



TOP PACKAGING TRENDS: Illustrated vs Photographic

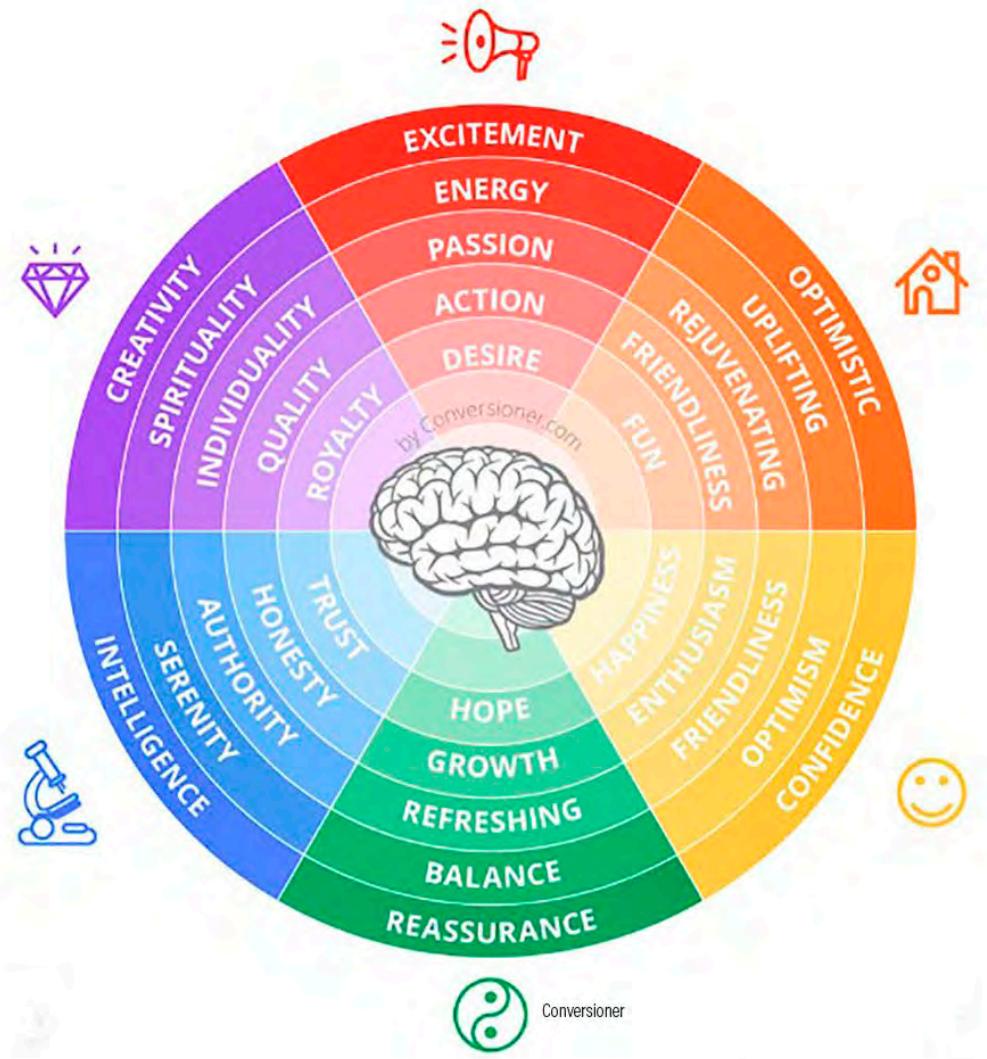
COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE CALM

Logos include: Nikon, UPS, NBC, Google, IMDb, Amazon, Sprint, eBay, Coca-Cola, CNN, Shell, Fanta, Best Buy, Target, DHL, Heitz, McDonald's, and many others.

Icons at the bottom: Yin-Yang, Peace, Flexing Arm, Lightbulb, Lightning Bolt, Smiley Face, Thumbs Up.

Huffington Post



PSYCHOLOGY OF COLOR: Emotions & Triggers



**NEW SIGNAL OF STRENGTH
BRAVE & FEARLESS
JOYOUS & OPTIMISTIC CELEBRATION**

Color of
the Year
2023

PANTONE

Viva Magenta
18-1750

COLOR TRENDS: Pantone Color of the Year-Viva Magenta 18-1750



STORIGRAPHIC
Eco-Paperware



COLOR TRENDS: Pantone Color of the Year-Viva Magenta 18-1750



COLOR TRENDS: Pantone Color of the Year-Viva Magenta 18-1750



PANTONE 18-1664

Fiery Red

a super charged red tone signaling an energetic intensity



PANTONE 18-2143

Beetroot Purple

an emboldened fuchsia hue depicting the fruits of nature



PANTONE 15-1335

Tangelo

a tangy, tasty vitamin enriched orange



PANTONE 15-1530

Peach Pink

a nurturing peach tone invites you in for a warm embrace



PANTONE 14-0756

Empire Yellow

a luminescent yellow that radiates joyfulness



PANTONE 12-1708

Crystal Rose

a clear pink conveying modern romance



PANTONE 16-6340

Classic Green

a nourishing green imbued with health giving qualities



PANTONE 13-0443

Love Bird

an exotic green with a lively character



PANTONE 16-4036

Blue Perennial

a stand-out blue that spikes the palette



PANTONE 14-4316

Summer Song

a clean blue tone that expresses relaxation and tranquility

COLOR TRENDS: Pantone-Fashion Week Spring/Summer



PANTONE 18-1552

Lava Falls

Lava Falls, an impassioned orange red with a captivating presence.



PANTONE 14-0851

Samoan Sun

Cheerful Samoan Sun enlightens and illuminates.



PANTONE 16-1358

Orange Tiger

Gregarious Orange Tiger, a high vis orange with whimsicality.



PANTONE 17-2624

Rose Violet

Vivid and vibrant Rose Violet is full of zing.



PANTONE 18-6024

Amazon

Amazon is a lush and fertile broadleaf green.



PANTONE 14-2806

Nosegay

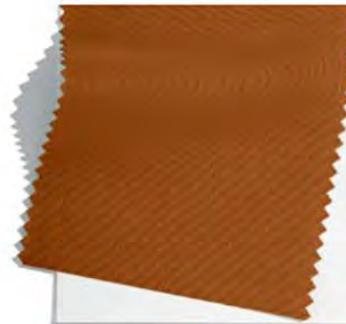
Nosegay, a fragrant floral pink that envelops the senses.



PANTONE 14-4618

Waterspout

Cleansing Waterspout cools and refreshes.



PANTONE 18-1148

Caramel Café

Caramel Café, a delicious brown hue that tastefully tempts.



PANTONE 19-4127

Midnight

Midnight, a hypnotic deep blue evocative of the evening sky.



PANTONE 18-0625

Martini Olive

Martini Olive, a fruit inspired green tone with a touch of brine.

COLOR TRENDS: Pantone-Fashion Week Autumn/Winter

PANTONE PACKAGING CORE NEUTRALS

Through a New Lens

11-0108 TCX
Solitary Star



12-0908 TCX
Summer Sand



14-1113 TCX
Marzipan



16-0940 TCX
Taffy



17-1107 TCX
Seneca Rock



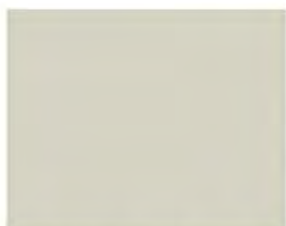
16-3850 TCX
Silver Sconce



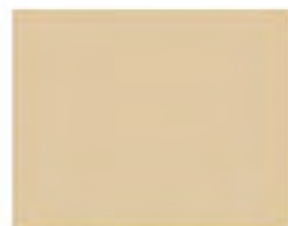
18-4028 TCX
Bering Sea



PANTONE®
9224 C



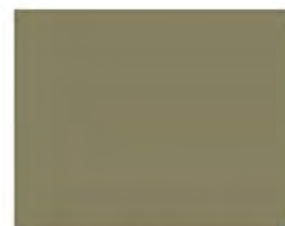
PANTONE®
7527 C



PANTONE®
468 C



PANTONE®
4024 C



PANTONE®
4226 C



PANTONE®
4281 C



PANTONE®
4161 C

COLOR TRENDS: Core Colors

RASPBERRY BLUSH

2008-30

Vivacious Optimism
Undeniable Charisma




Benjamin Moore®



COLOR TRENDS: Benjamin Moore Color of the Year-Raspberry Blush



Wenge AF-180



Cinnamon 2174-20



Conch Shell 052



Raspberry Blush 2008-30



North Sea Green 2053-30



Starry Night Blue 2067-20



Savannah Green 2150-30



New Age 1444

NEUTRAL PAIRINGS



White Heron OC-57



Etiquette AF-50



Onyx 2133-10



COLOR TRENDS: Benjamin Moore Color of the Year-Raspberry Blush



REDEND POINT

SW9081

Minimal

Calming

Intriguing

COLOR TRENDS: Sherwin Williams Color of the Year-Redend

RADIANT RED



FONDANT PINK



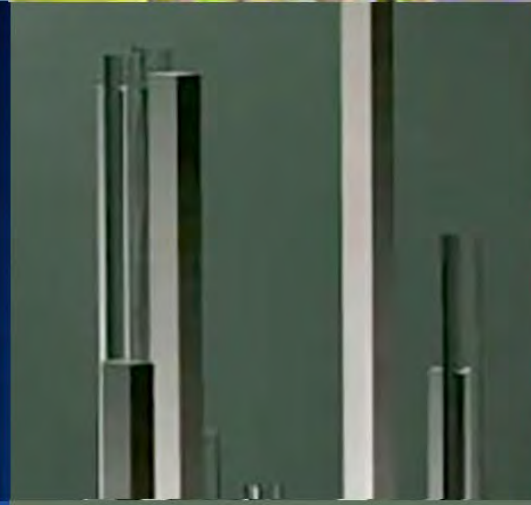
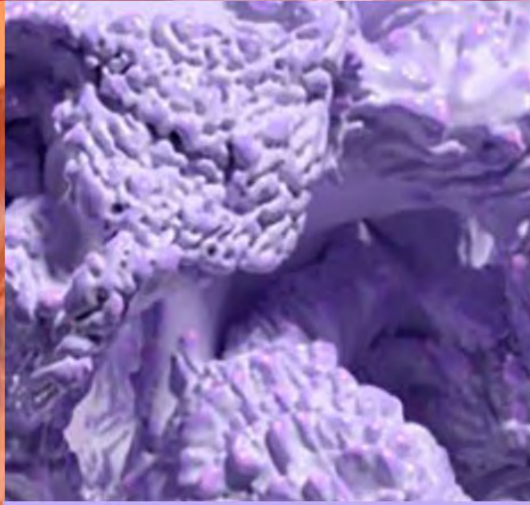
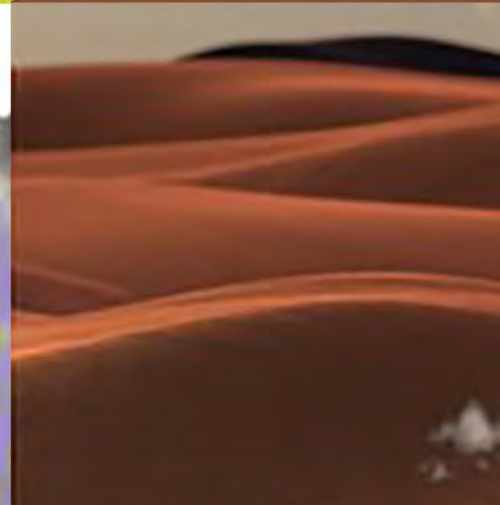
ELEMENTAL BLUE



CYBER LIME



NUT SHELL



APRICOT CRUSH

DIGITAL LAVENDER

GALACTIC COBALT

SAGE LEAF

ASTRO DUST

COLOR TRENDS: **Trendbook 2024 Predictions**



CHINTZY FLORALS

Supersized traditional floral patterns from rich bold colors to pastel.

Classic interpretations as well as watercolors.

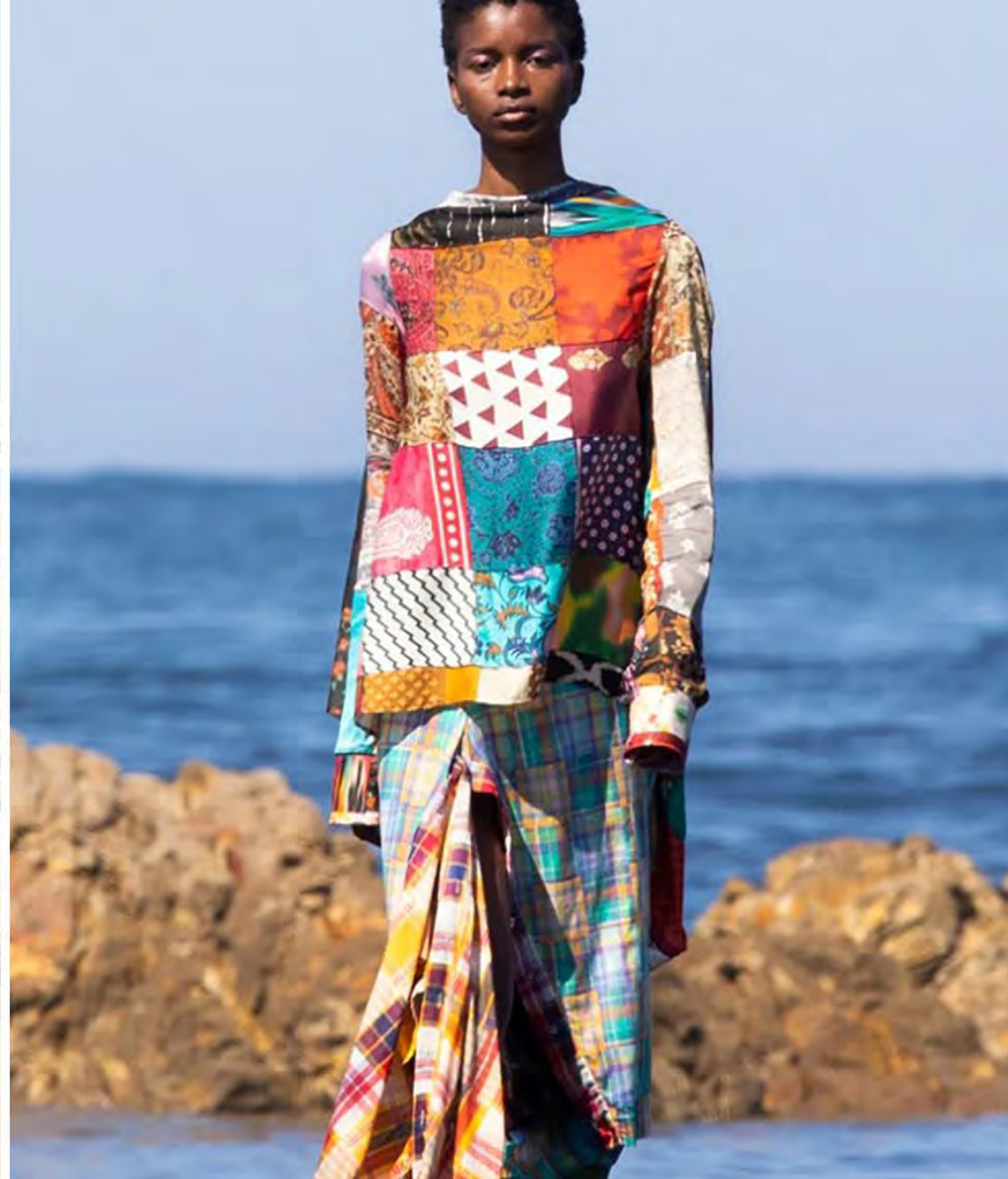
SURFACE PATTERN TRENDS: Fashion Inspired



ISOLATED BLOOMS

Focus on spacial florals with emphasis on the beauty of the single isolated bloom and scattered bunches.





CONTEMPORARY PATCHWORK

Geometry and traditional pattern fused for a modern interpretation.

Color combinations for all seasons.

Madras plaids are back.

SURFACE PATTERN TRENDS: **Fashion Inspired**

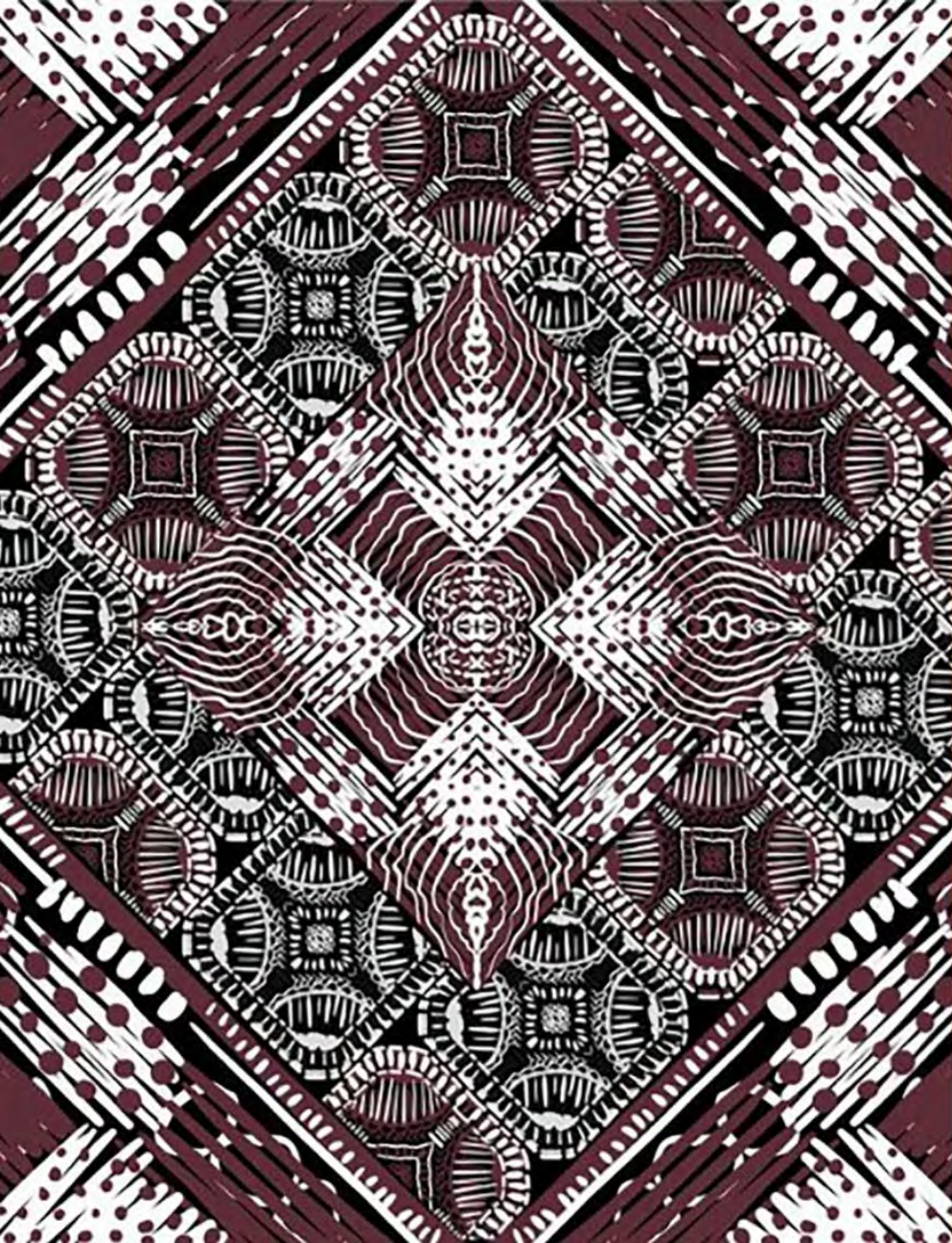


FOLK STORY

An eclectic mix of folk patterns in fresh color palettes.

Tradition meets the traveler and reflects adventure.

SURFACE PATTERN TRENDS: Fashion Inspired



EARTH TONES

This trend focuses on a rich mix of global textiles from wood block prints and batiks to earthy inks and wax prints.

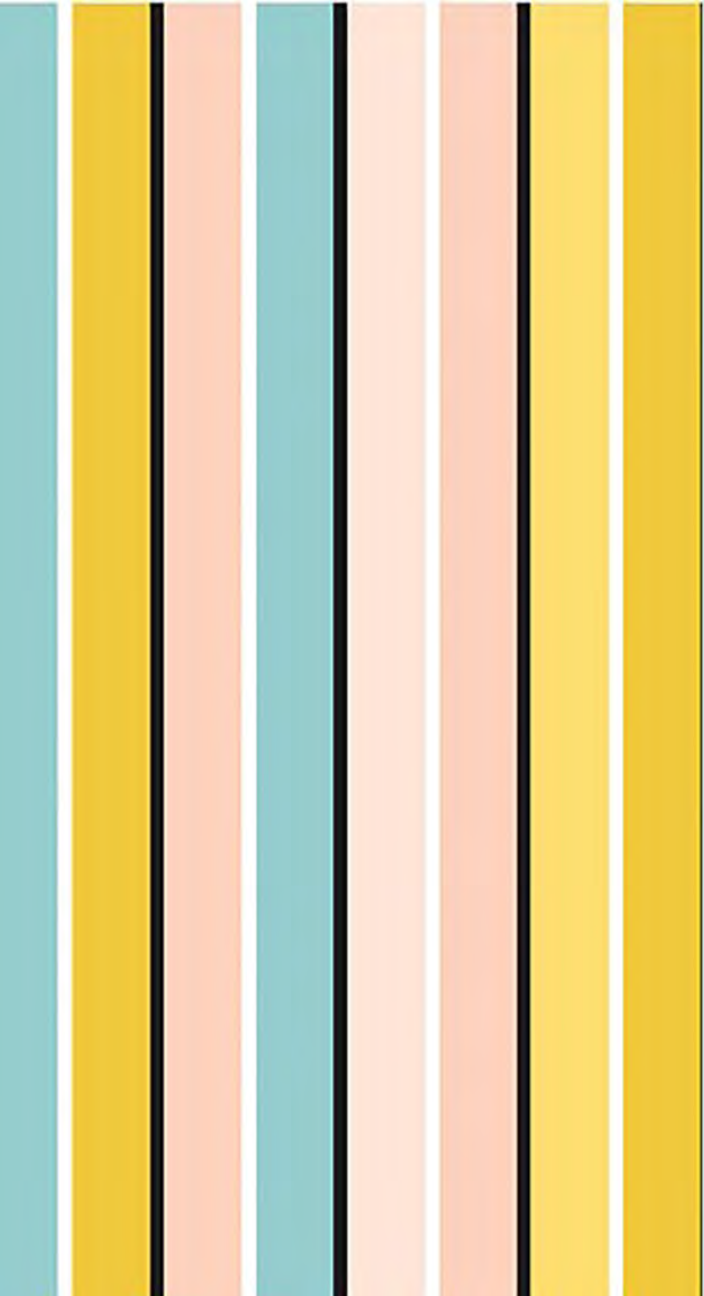
SURFACE PATTERN TRENDS: **Fashion Inspired**



VINTAGE TYPE

Cool graphics are mixed with street art for a retro feel.

SURFACE PATTERN TRENDS: Fashion Inspired



**ACCIDENTAL
ABSTRACTS**

Color blocking
in abstract
forms enhanced
with geometrics
in a soft palette of
pastels. Borders
on surreal imagery.

SURFACE PATTERN TRENDS: Fashion Inspired



CELESTIAL

Embraces the fascination for gazing to the heavens for divine inspiration and exploring planetary influences on our spiritual wellbeing.

SURFACE PATTERN TRENDS: Fashion Inspired



RAINBOW

Positive bright look for the future. Reflects a happy vibe and pride.

SURFACE PATTERN TRENDS: Fashion Inspired



GARDEN OF DELIGHTS

The outdoors becomes a new haven. Designs create dramatic flowers and vegetables.

SURFACE PATTERN TRENDS: Fashion Inspired

unknown beauty
strange + gracious



Focus on the unexpected.

Environmental reflections & play of light & shadow.

Surfaces are metallic, pearlescent or iridescent mirror surfaces with engravings & flowing color effects.

Colors: Azure blue, peach, magenta and wines alternating with gentle nuances in sky, lemon, gray & silver.

calming nature
careful + pleasant



Calm vitality & nature-loving minimalism.

Lively connection to nature & revolve around life cycles.

Creativity and sustainable thinking.

Dissolve the boundaries of art, craft & technology.

Plant & geological designs.

Rocks, minerals & rough stones typical.

TRADE SHOWS: **Christmas World 2023-Germany**

lasting ideas
passionate + evocative



Decorations with a clear statement.

Striking character & geometry with concrete shapes.

Craftsmanship: manufacturing heritage and industrial know-how come together.

Geometric shapes: discs, cones & squares complement spheres.

Colors: Petrol & blue & orange-red, violet & ochre. Metallic pewter, iron, & bronze-grey.

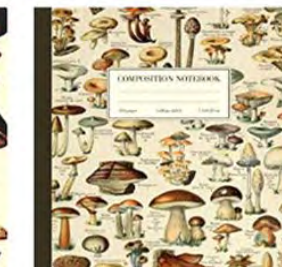
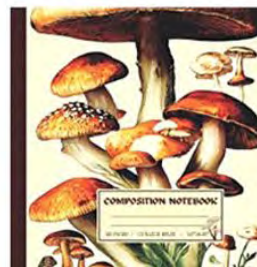
TRADE SHOWS: Christmas World 2023-Germany



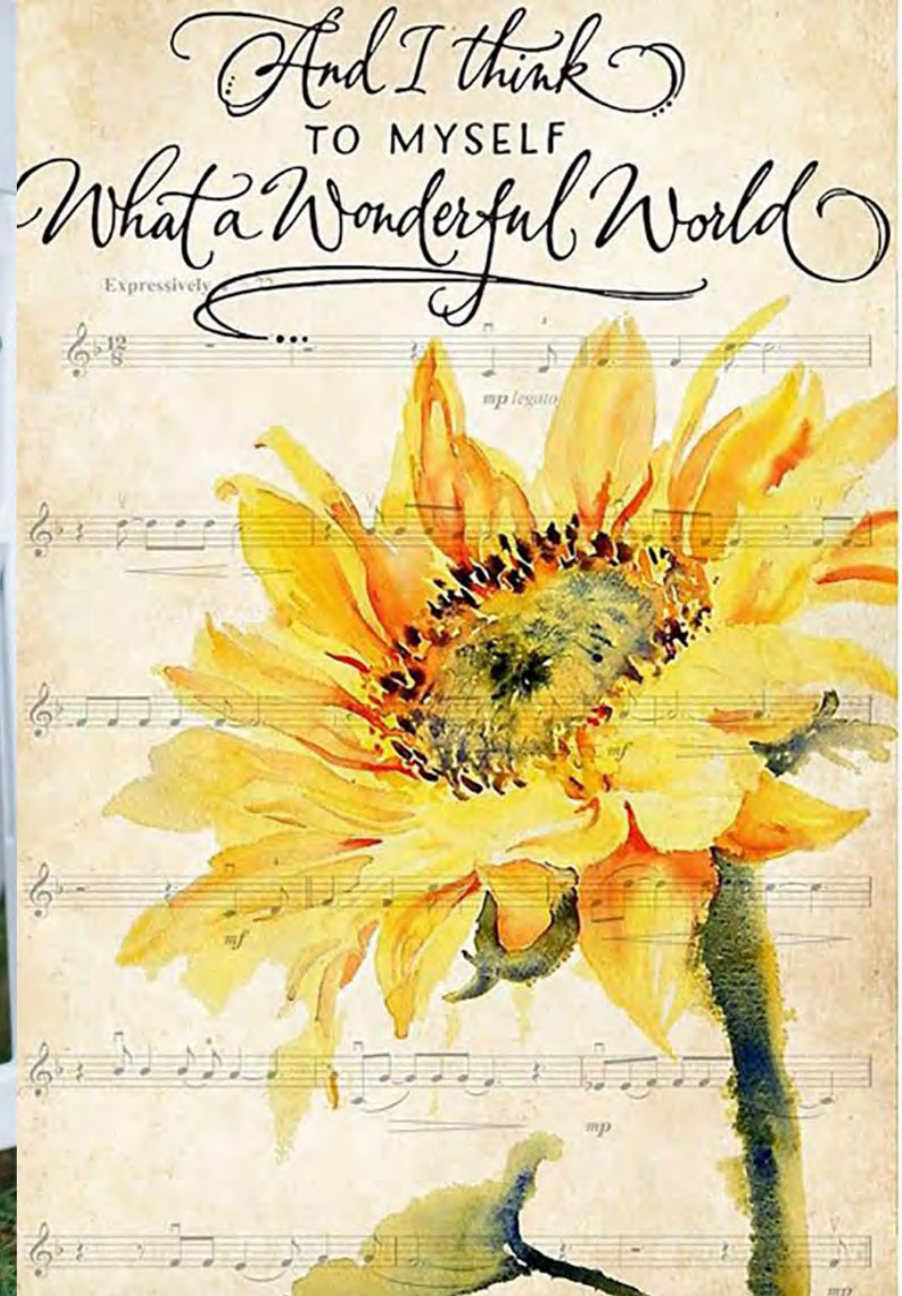
PASTELS TRENDING:
January Atlanta
Gift Show 2023.



TOP PACKAGING TRENDS: Atlanta Gift Market



ICONS & ACCESSORIES: Magic Mushrooms



ICONS & ACCESSORIES: Sunflowers



BOHO BEADS

POM-POMS

TASSELS

GNOMES

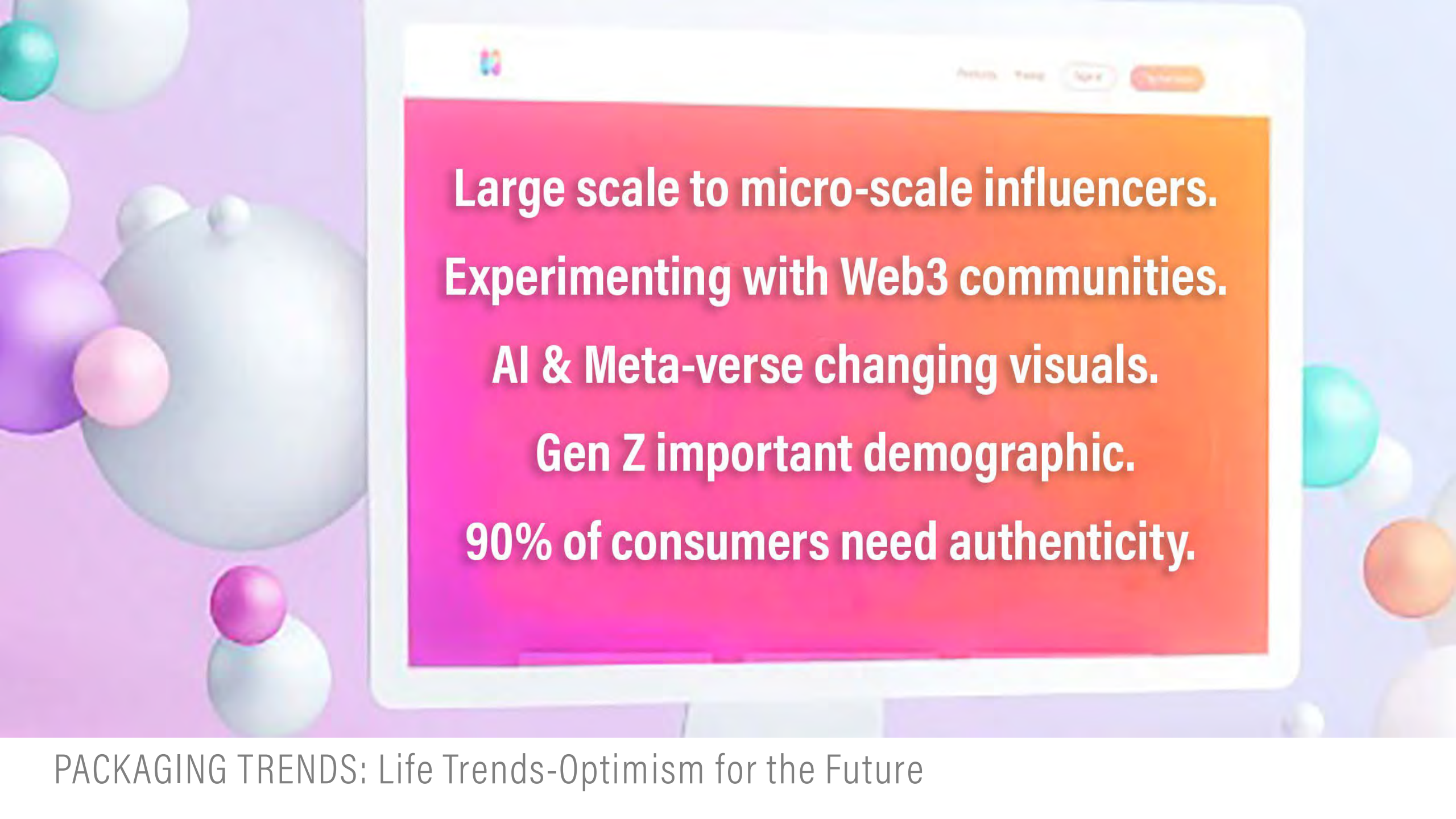


ICONS & ACCESSORIES: Still Trending



**FRINGE WITH
BENEFITS**

ICONS & ACCESSORIES: Pinterest Trend 2023

A computer monitor is the central focus, displaying a list of five marketing trends in white, bold, sans-serif text on a pink-to-orange gradient background. The monitor is set against a light purple background decorated with various sized, colorful spheres (white, teal, purple, pink, orange) that resemble a molecular or atomic model. The monitor's interface includes a small logo in the top left and navigation buttons labeled 'Home', 'Menu', and 'Logout' in the top right.

Large scale to micro-scale influencers.
Experimenting with Web3 communities.
AI & Meta-verse changing visuals.
Gen Z important demographic.
90% of consumers need authenticity.