



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



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



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 TOWARDS

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

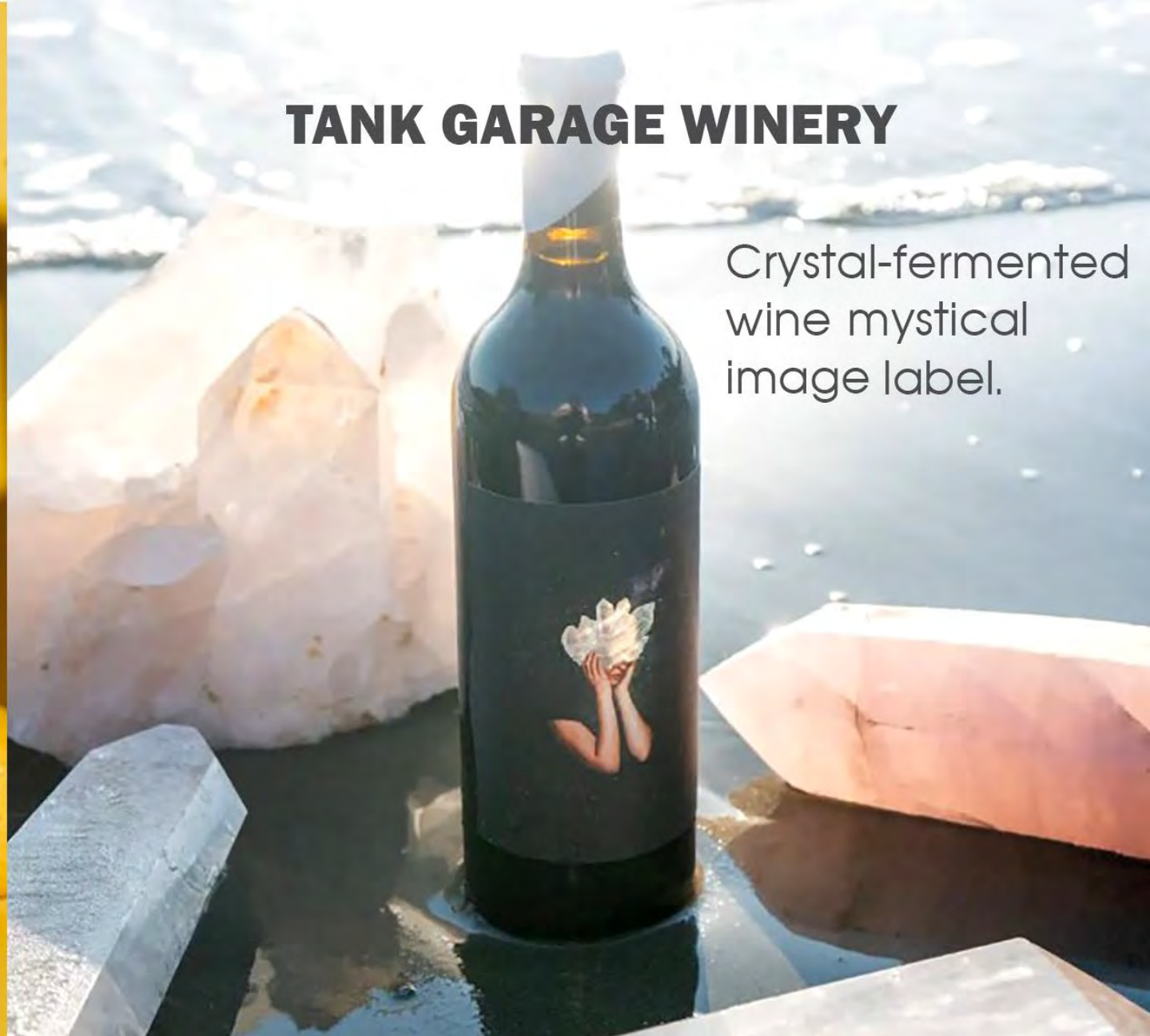
MAD LEMON

Psychedelic
images in a
collage layout.



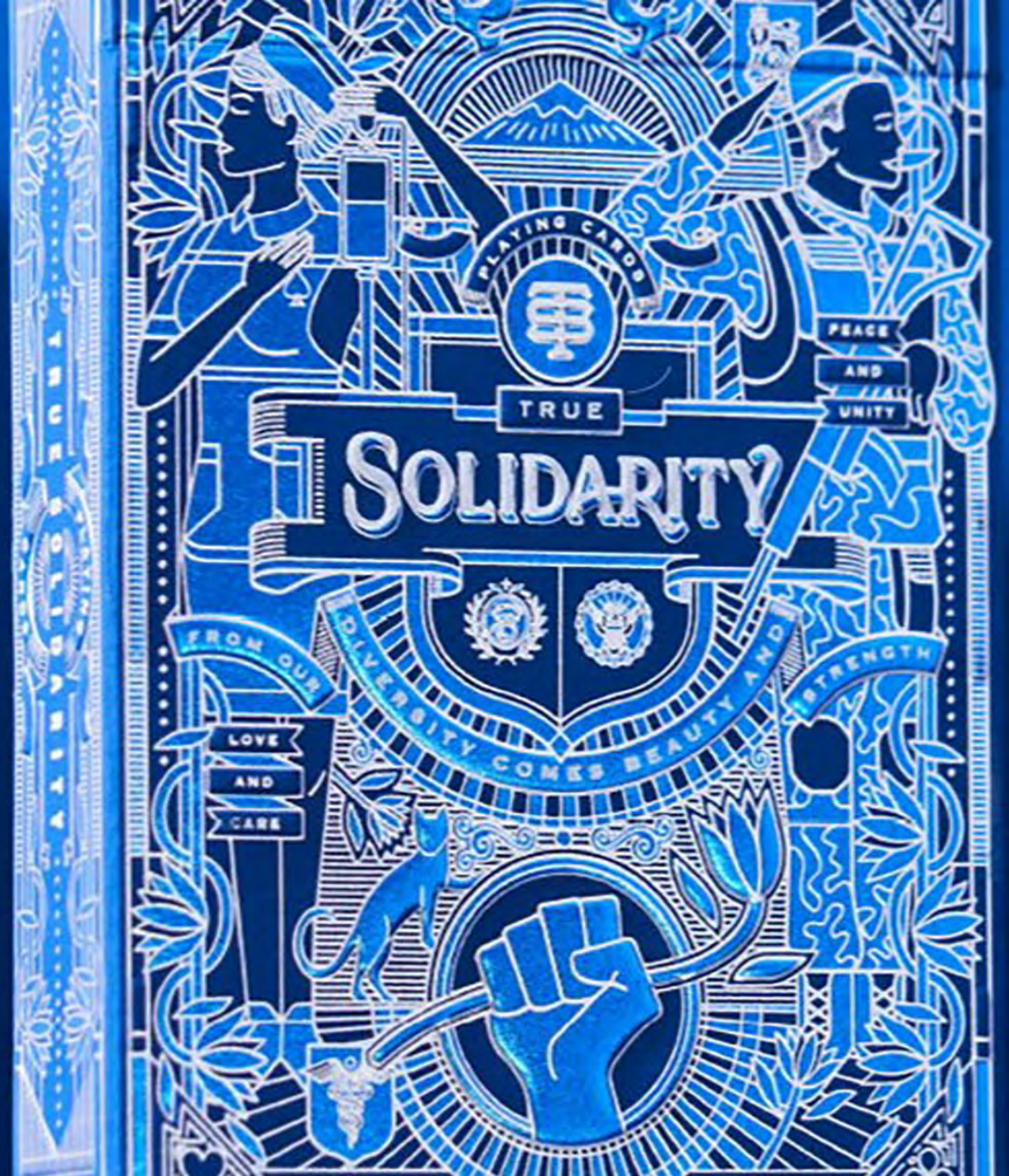
TANK GARAGE WINERY

Crystal-fermented
wine mystical
image label.



TOP PACKAGING TRENDS: Collage Core-The Fantasy Worlds

**ANNIVERSARY
DESIGN**



TOP PACKAGING TRENDS: Loving The Old World/Luxury

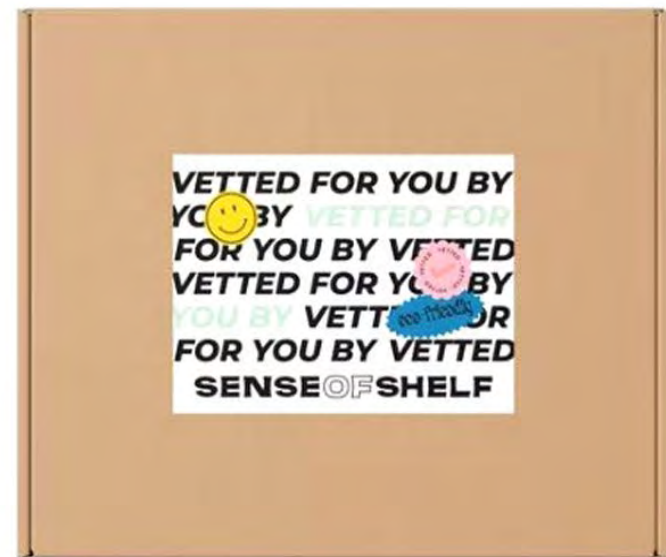


TIMELESS, CHIC & UPSCALE:

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

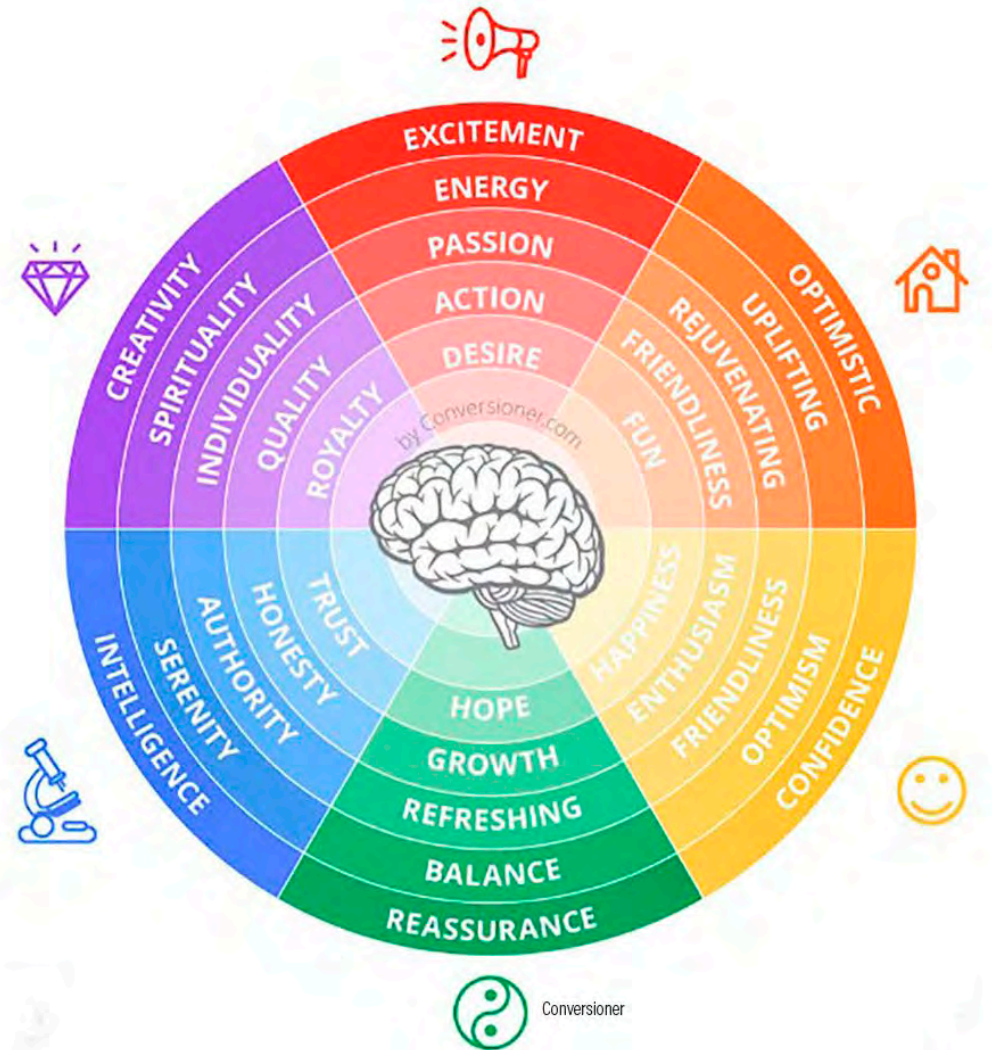


TOP PACKAGING TRENDS: Illustrated vs Photographic

COLOR EMOTION GUIDE



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 envelopes the senses.



PANTONE 14-4618

Waterspout

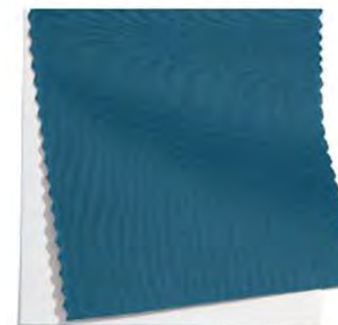
Cleansing Waterspout cools and refreshes.



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



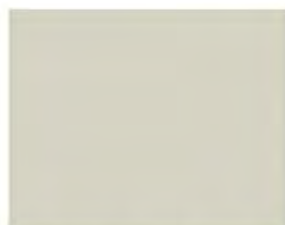
16-3850 TCX
Silver Sconce



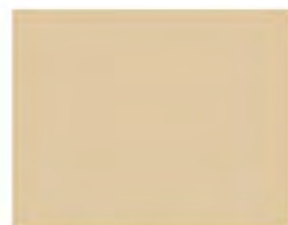
18-4028 TCX
Bering Sea



PANTONE®
9224 C



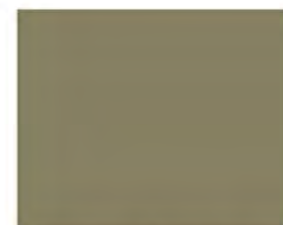
PANTONE®
7527 C



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



Gray Owl OC-52



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



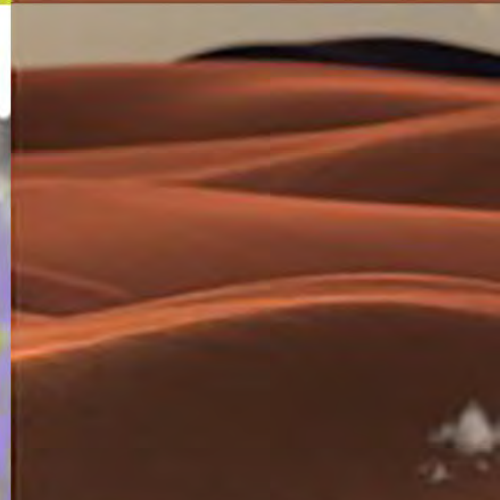
ELEMENTAL BLUE



CYBER LIME



NUT SHELL



APRICOT CRUSH



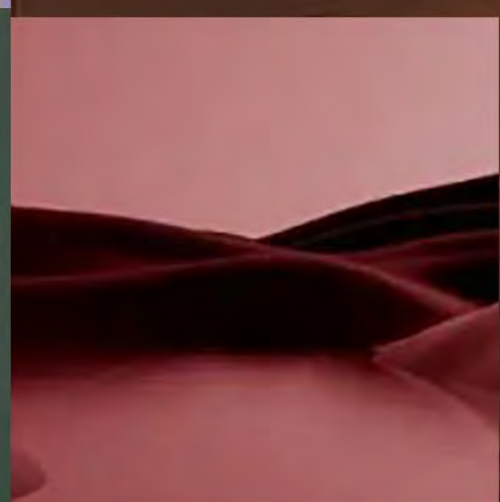
DIGITAL LAVENDER



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

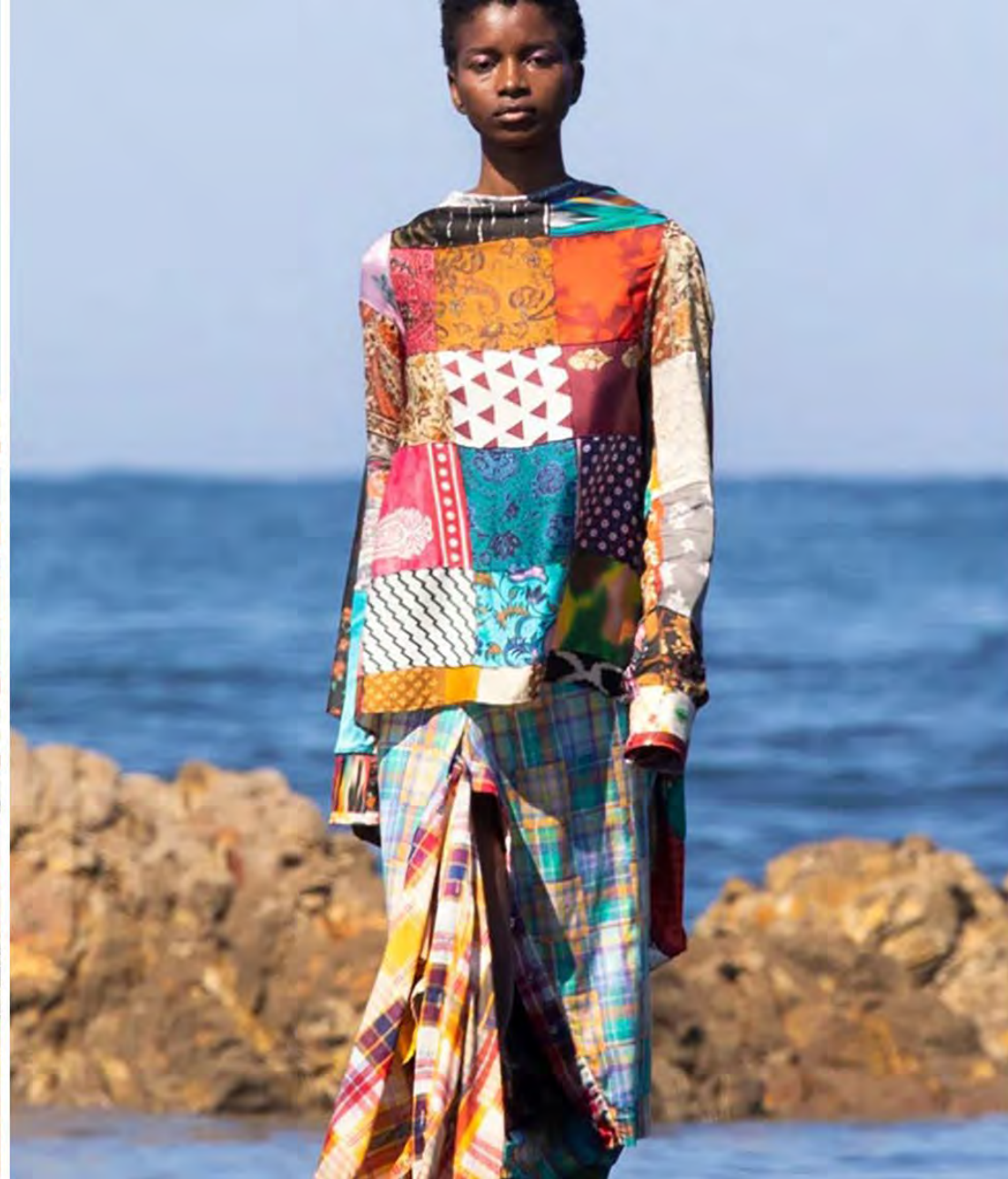


ISOLATED BLOOMS

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



SURFACE PATTERN TRENDS: Fashion Inspired



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

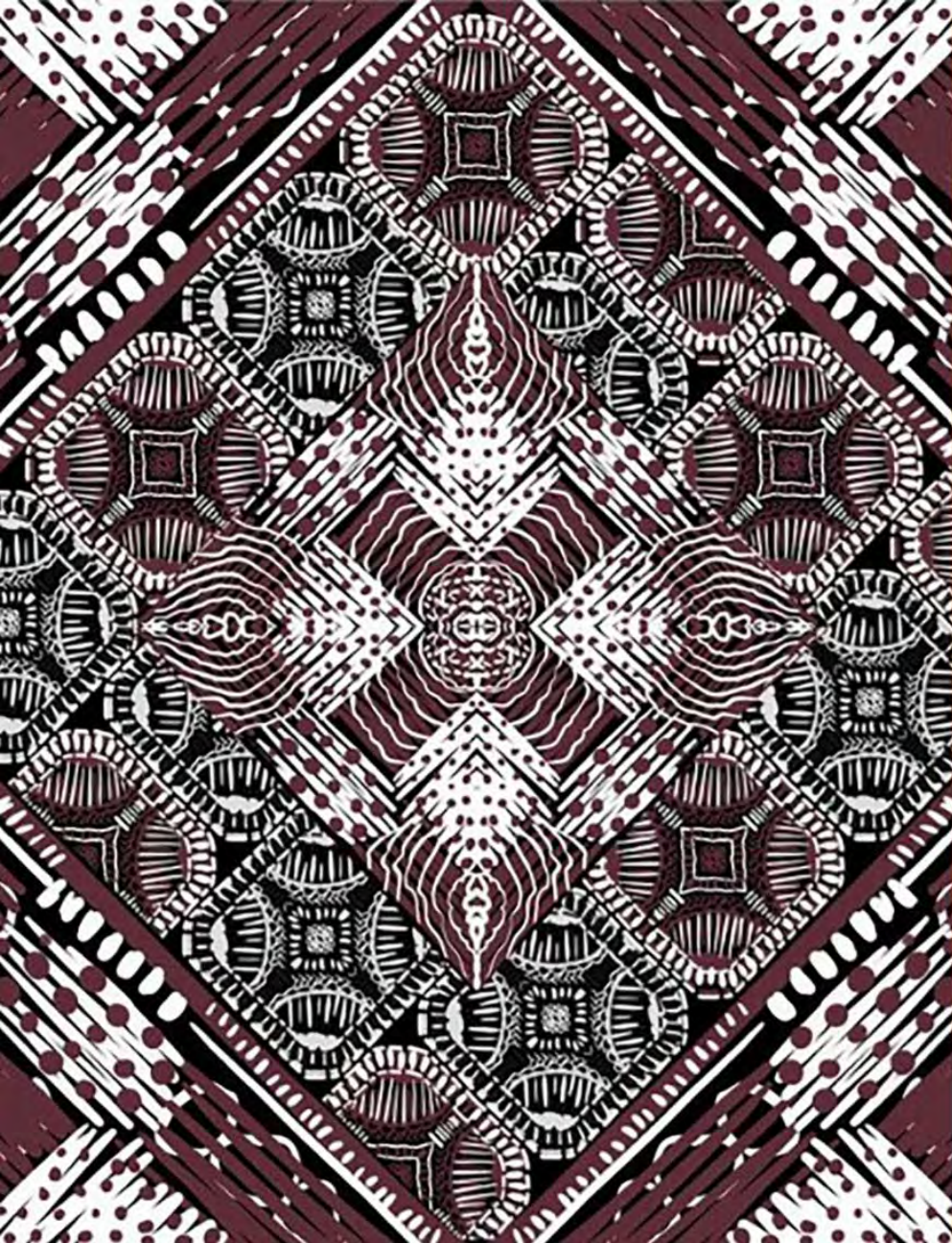


FOLK STORY

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.

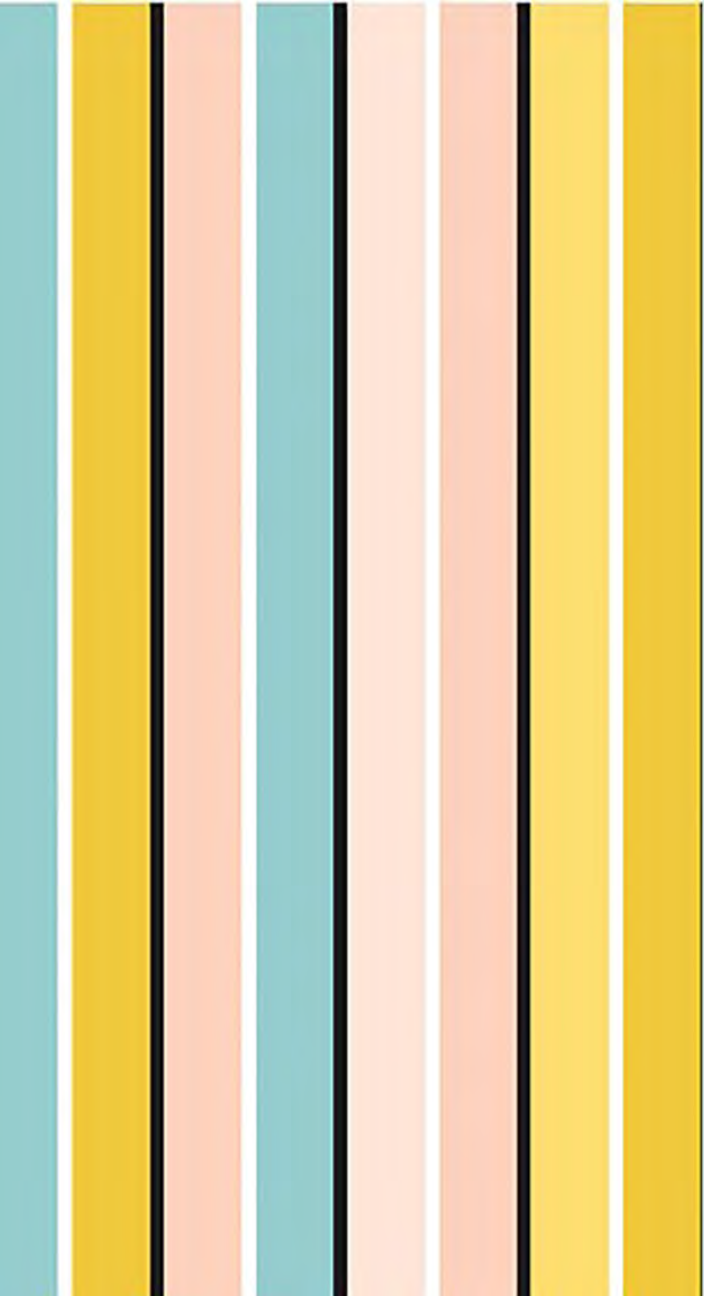
SURFACE PATTERN TRENDS: Fashion Inspired



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



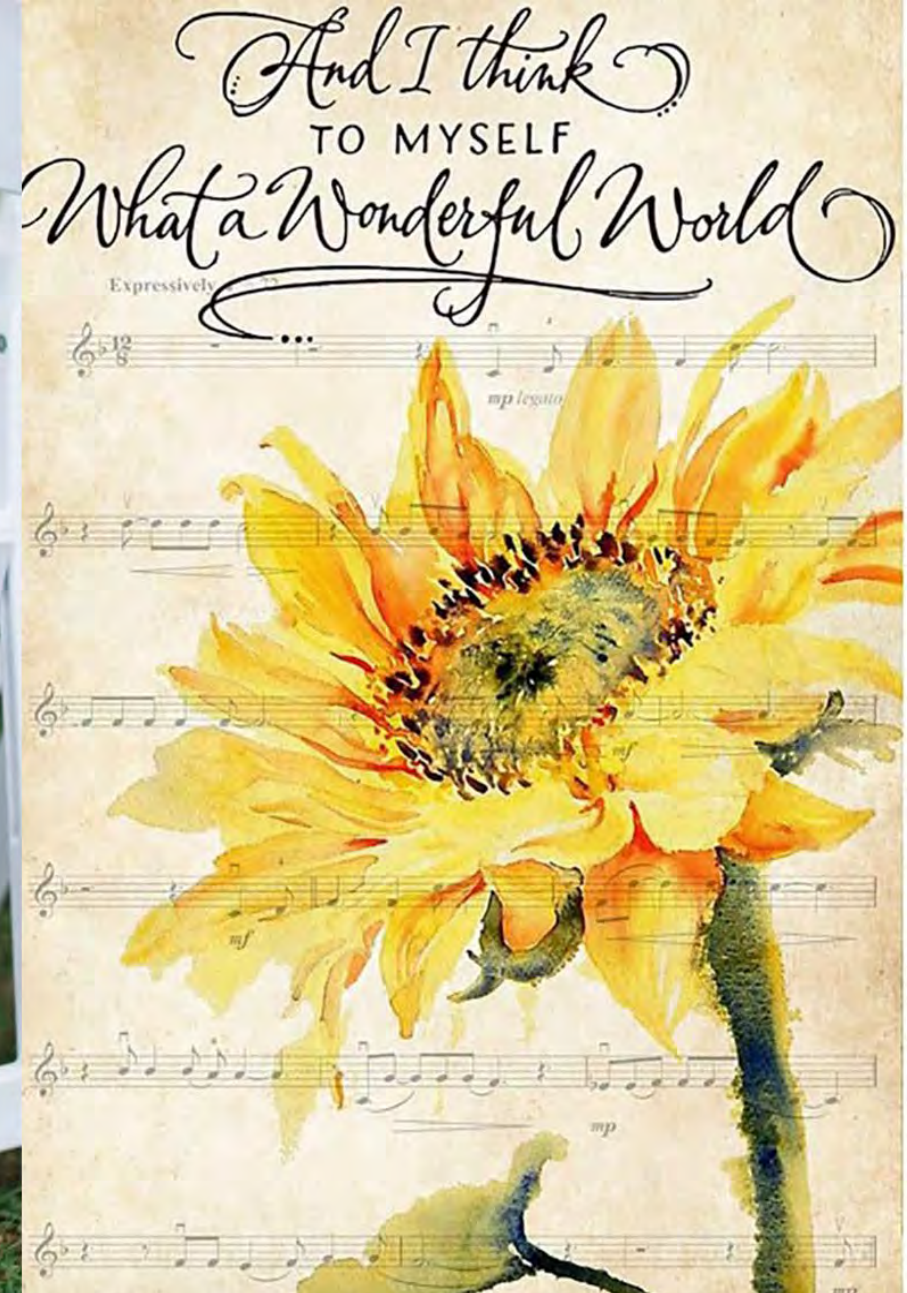
PASTELS TRENDING:
January Atlanta
Gift Show 2023.



TOP PACKAGING TRENDS: Atlanta Gift Market



ICONS & ACCESSORIES: Magic Mushrooms



ICONS & ACCESSORIES: Sunflowers



BOHO BEADS

POM-POMS

TASSELS

GNOMES

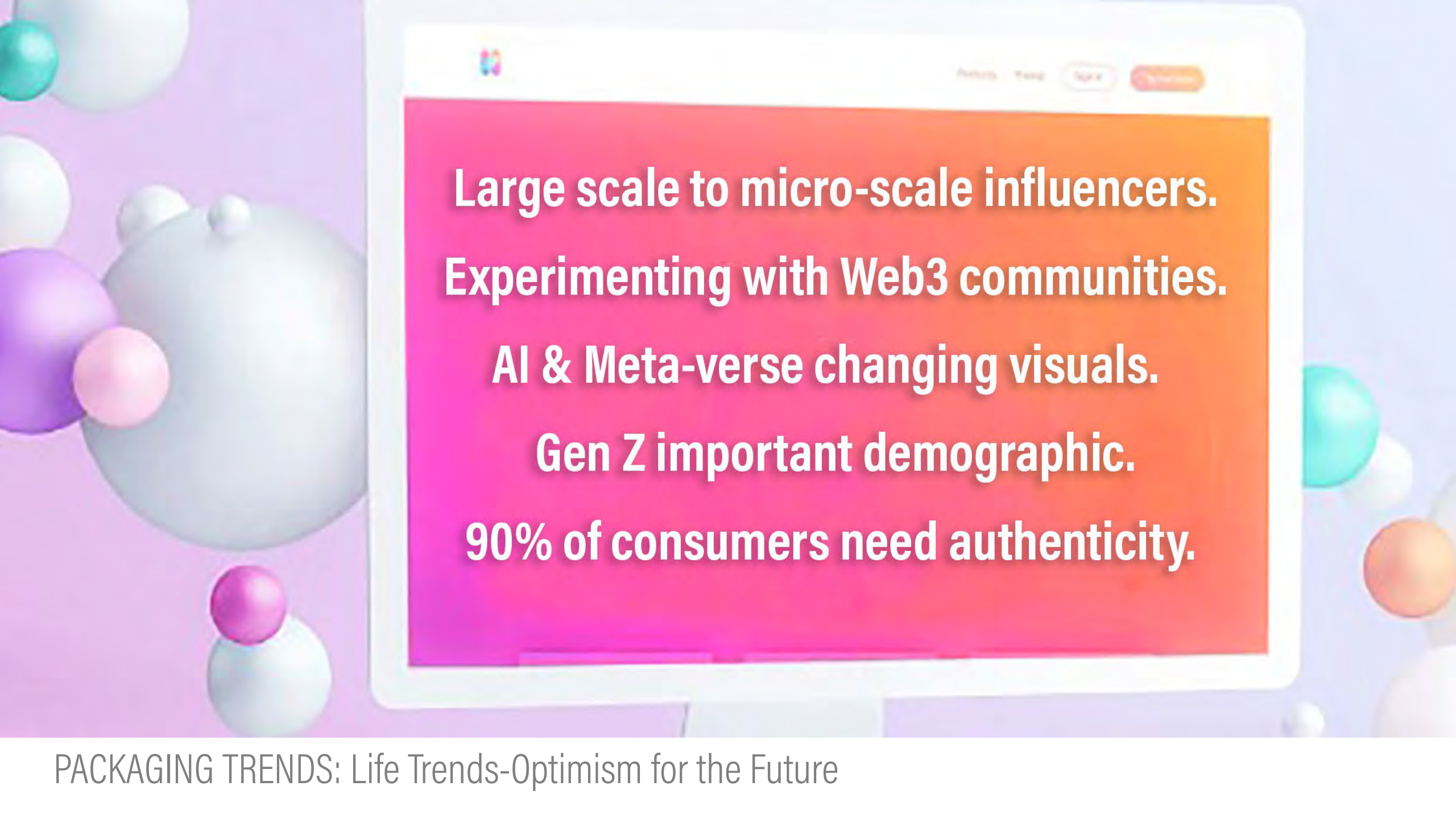


ICONS & ACCESSORIES: Still Trending



FRINGE WITH BENEFITS

ICONS & ACCESSORIES: Pinterest Trend 2023

A computer monitor is the central focus, displaying a list of five trends in white text on a pink-to-orange gradient background. The monitor has a white bezel and a small logo in the top left corner. The background of the entire image is a soft purple, decorated with several 3D-rendered spheres in white, light blue, and pink. The spheres vary in size and are scattered around the monitor, some appearing to float in the air. The overall aesthetic is clean, modern, and optimistic.

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