



# Dairy Packaging in the US

June 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Yoghurt brands using interactive packaging and seasonal designs to engage consumers  
Innovations in PET bottles to boost sustainability and cost-efficiency  
High-protein yoghurts targeting male consumers are changing positioning and packaging design trends

### PROSPECTS AND OPPORTUNITIES

Consumers expected to increasingly look for climate-friendly labels as effects of climate change become more visible  
PET bottles expected to gain share over the forecast period

## Dairy Packaging in the US - Company Profiles

## Packaging Industry in the US - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2023: The big picture  
2023 key trends  
Rise in unit volume sales of the 33g pack size due to growth of single-serve peanut butter packs  
Starbucks looking to improve the attractiveness of fresh coffee beans with flexible plastic  
Increasing popularity of the 739ml pack size in beer due to evolving consumer preferences  
Glass jars gaining share in skin care packaging because of their visual appeal  
Rise in use of blister and strip packs in gel air fresheners due to better portion control

### PACKAGING LEGISLATION

New legislation aims to ban harmful substances in food packaging

### RECYCLING AND THE ENVIRONMENT

Meal kit providers finding new ways to minimise packaging waste  
Table 1 - Overview of Packaging Recycling and Recovery in the US: 2021/2022 and Targets for 2023

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-packaging-in-the-us/report](https://www.euromonitor.com/dairy-packaging-in-the-us/report).