



**Euromonitor  
International**

# Packaging Industry in the US

November 2024

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### 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

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