



**Euromonitor
International**

Plant-Based Dairy Packaging in the US

June 2024

Table of Contents

Plant-Based Dairy Packaging in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Eco-friendly positioning of plant-based dairy increasingly encompassing packaging
Plant-based milk brands introducing sustainable material choices in their packaging
Shaped liquid cartons gaining pack type share in 2023

PROSPECTS AND OPPORTUNITIES

Single-serve pack sizes to increase their share in plant-based milk
Like rPET, rHDPE is set to gain share in plant-based milk

Plant-Based 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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plant-based-dairy-packaging-in-the-us/report.