



Euromonitor  
International

# Packaging for the Wellness-Minded Consumer

May 2025

Table of Contents

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

The impact of wellness trends on packaging

## WELLNESS AS A CONSUMER PRIORITY

Wellness drives an increasing amount of consumer spending

Packaging in wellness-positioned categories is growing most quickly

Trend towards “clean label” will be especially important for packaging

Glass is the most at risk in the short term but could be a long-term winner

GLP-1 usage will lead to a decline in food and beverage packaging

Case study: MiO redesigns its packaging to emphasise wellness

## PLASTIC AND WELLNESS CULTURE

Sustainability concerns have not slowed plastic growth: but could health concerns?

Microplastic concern will push wellness-orientated categories to new pack types

Tea shows how these concerns can influence product and packaging types

Other concerns: BPA, “forever chemicals”

Vera Salt prominently displays microplastic free claims on its label

## WELLNESS FOR THE BUSY CONSUMER

Convenient wellness speaks to the modern time-pressed consumer

This trend favours convenient foods and beverages above other categories

An emphasis on speed also affects how consumers approach labels

Case study: Focus Gum promises speed as well as functionality

## CONCLUSION

Recommendations/Opportunities for growth

The evolution of wellness trends and their effects on packaging

Questions we are asking

## 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/packaging-for-the-wellness-minded-consumer/report](https://www.euromonitor.com/packaging-for-the-wellness-minded-consumer/report).