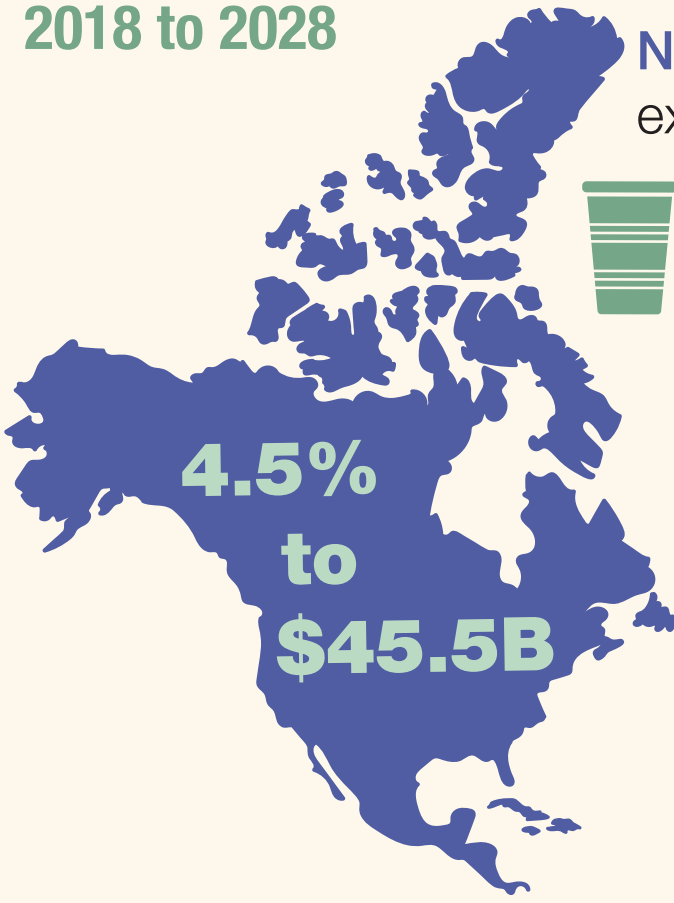


# Growth, trends and responsibility for the beverage industry.

PMMI's 2018 Beverage Trends report features robust information on consumer trends, retail trends, regulations, manufacturing and the supply chain. Serving as your guide to today's Beverage Industry.

## Decade of Growth Projections

2018 to 2028



NORTH AMERICAN beverage industry expects a **4.5% growth rate to \$45.5B.**



**READY-TO-DRINK**, non-alcoholic beverages (in glass containers), expect **40% GROWTH.**

**ALUMINUM CANS AND BOTTLES** to see the greatest innovation.



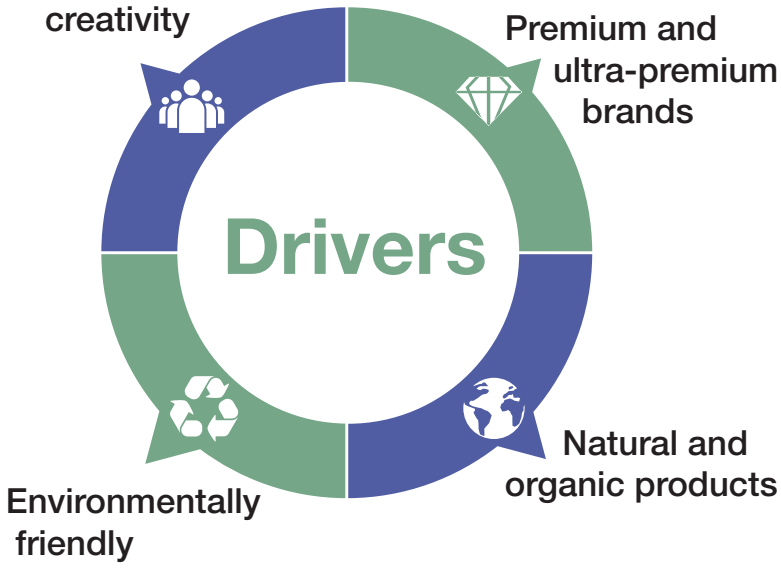
Packaging material usage to be **55% PLASTIC.**

Wine (in plastic containers) expects **100% GROWTH.**



## Consumer Trends

Millennials craving creativity



## Convenience

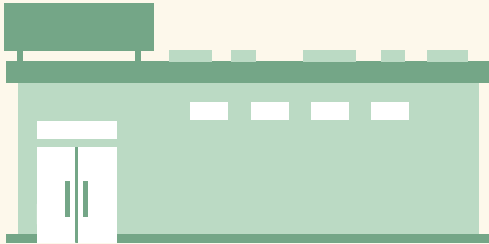
**70%** believe innovations in aluminum packaging are on the rise.

**50%** say the 8 oz. size will soon dominate the U.S. and Canadian carbonated soft drink market.

**75%** of beverage companies are adjusting pack size and design, improving portability.

## Retail Trends

**REFRIGERATED SECTION** in grocery stores experience **MOST RAPID INNOVATION.**

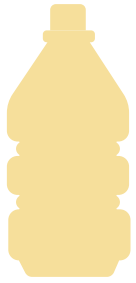


Large format **CLUB STORES, WALMART AND WHOLE FOODS** accelerate innovation at all major beverage companies.

**MIXED FLAVOR**, multi-packs.

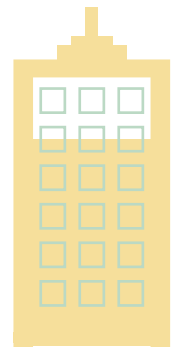


## Environmental Responsibility



PET bottles made from **100% RECYCLED RESIN** offer same clarity and barrier properties as 100% virgin PET.

**OVER 75% OF BEVERAGE COMPANIES** are reducing packaging materials, lessening their carbon footprint.



**HIGHEST AVERAGE RECYCLED** content of beverage containers: **ALUMINUM (70%) AND GLASS (23%).**

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Visit [pmmi.org/research](http://pmmi.org/research) to access the report and other industry intelligence.

Packaging industry professionals can find the latest solutions at PACK EXPO International and co-located Healthcare Packaging EXPO (Oct. 14-17, 2018; McCormick Place, Chicago).

To register and learn more, visit [packexpointernational.com](http://packexpointernational.com)