

# FIVE TRENDS that Impacted PACKAGING During COVID-19



The report "Economic Impact of COVID-19: Guidance in an Uncertain Economy" by PMMI, The Association for Packaging and Processing Technologies, outlined some important market trends worth considering in a second wave.

## Key Learnings from Spring TO KEEP IN MIND



### Beverages: 17.2%

Increase in personal consumption of mineral waters, soft drinks, and vegetable juices. Consider preparedness for upscaling production.

### Food: 22%

Consumption growth from grocery and local convenience stores. Consider an omnichannel packaging strategy for distribution.



### Food Service: -19.7%

Decline in personal consumption expenditures at restaurants and cafeterias. Consider packaging solutions for curb-side delivery.

### Personal Care: 7%

Growth in product consumption. Consider balancing increased demand for signature amid marketing of seasonal products.



### Household: 3.7%

Growth from toilet paper and cleaning supplies. Don't wait to consider retrofits for products catering to sanitary needs.

*Growth and decline percentages reported, month-over-month.*