



# PACKAGING TRENDS

2017 / 2018



The packaging market is projected to surpass \$1 trillion mark by 2026, with the growth attributed to packaging design. Stay relevant and competitive with the most relevant packaging trends.

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## UNIQUE PATTERNS AND SHAPES



A huge trend this year is going to be the use of geometric patterns and shapes. Geometry is influencing packaging both in the artwork and printing designs, and even the actual shapes of rigid boxes, flexible packaging, and tins. This is resulting in some aesthetically quirky packaging that really stands out on the shelves. Look for bold, simple colors and unusual shapes that catch the eye.



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## STRUCTURAL INNOVATION



Many brands are finding that innovative designs are going a long way with consumers. If your packaging is unique and the structure is new and exciting, consumers are more likely to share your product on social media. In addition, their view of your brand (and their friends' views) is going to be positively impacted. This is often seen with holiday packaging, as the gift giving season is the perfect time to test out new designs that may excite customers.



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## HOME SHELF APPEAL



Eco-conscious packaging is certainly rising in popularity , so it's no surprise to see a shift toward the idea of product packaging that can be re-used within the home, even as art. Packaging that is inherently aesthetically pleasing and high end enough to be reusable, can work standalone as a piece of home decor is a potentially very marketable product differentiator. Packaging that is "hand made" looking go a long way to tap into a consumers desire to live more eco-responsibly.



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## BEAUTY OF NATURE



Nature has always been a huge influence in the art and design realm, but with the shift of consumer mindset toward more Eco-conscious packaging, it's more popular than ever. Using natural textures (wood grain, vines, etc.) is a great way to communicate that your brand is upscale and environmentally friendly. Floral pattern really never goes out of style, it's just reinvented with the trends.



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## MINIMALIST



Simple packaging design with a minimalist flair can be refreshing and honest. These designs identify exactly what the customer is searching for and make it very obvious. It comes off as powerful and trustworthy. As a customer shops —here they can see one simple package that communicates to them in words they can understand and connect with. You might even consider using language that speaks directly to the consumer in no uncertain terms (think "drink me" like in Alice and Wonderland!).



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## VINTAGE INSPIRED



Another trend this year is the idealization of the past—a longing for simpler times when things were cared for, made by hand, and detail-oriented. These are not solely vintage designs, they are modernized and combined in new ways. This new take on what is old is refreshing because it selects the best parts of different periods of our history and juxtaposes them. Designs that would normally be considered outdated, are now making a comeback.



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## BE ECCENTRIC



Don't act clever, be clever. Innovative packaging designs are getting noticed and benefiting from their uniqueness via social media. Consumers will want to share their packaging with the world if it really impresses them, and that means more eyes on your product. A custom designed piece of packaging can really take you far.



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## TEXTURE & SHINE



Texture and shine are always in style, but designers are now finding more way to combine them for shelf appeal. The cost of foil and embossing is worth it when you consider how much it elevates your brand identity. Consider pairing a dark, rich background color with bright cool tones foil. Read more about hot foil stamping [here](#).



*Great Packaging*  
=  
*Great First Impressions*

CUSTOM PACKAGING STARTS HERE.



Packaging is our passion, and we know from experience that great packaging heavily influences consumer-buying decisions. We help companies, big and small alike; make the best first impression possible by creating unique, eye-catching packaging.

With offices in Southern California, China, Vietnam and India, our international team offers complete supply chain management for all manufacturing needs – from initial concept through final delivery.

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