



PACKAGING TRENDS 2018



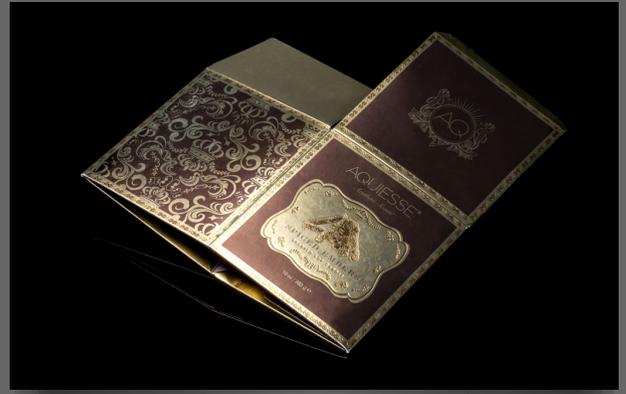
The packaging market is projected to surpass \$1 trillion mark by 2026, with the growth attributed to packaging design. Stay relevant and competitive with the most relevant packaging trends.

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PACKAGING TRENDS

BRING ON THE BLING

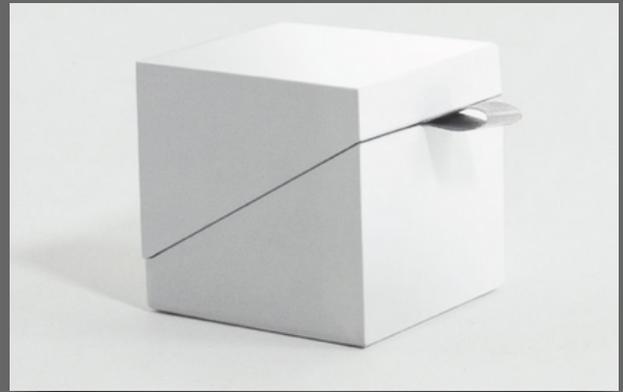


Metallic foils, holographic art, sequins, and more....don't be afraid of the bling! High end products deserve high end luxury packaging, and 2018 is not going to hold back. You can wow consumers straight off the shelf with bold foils and other eye-catching effects.



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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.

Minimalist design is still in this year, and small structural touches are becoming popular. Something as seemingly simple as an angled lid can lend an edgy, smart look to any design.



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REUSABLE



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. Packaging that is inherently aesthetically pleasing and high end enough to be reusable, is a potentially very marketable product differentiator. Affordable reusable materials include tin, woven and non-woven bags, and even rigid boxes in some cases.



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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, floral, 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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E-COMMERCE PACKAGING



Gone are the days of poorly packaged goods arriving in plain corrugate boxes. Every part of the e-commerce process, from the first automated follow up email to the packaging, is part of the customer experience. More online brands are using their packaging as another opportunity to market their product and their identity. Having great looking packaging can increase your brand value in the eyes of the consumer, and even have them coming back for more.



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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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ULTRA MINIMALIST



Simple packaging design with a minimalist flair can be refreshing and honest, and it isn't going away in 2018. These designs identify exactly what the customer is searching for and make it very obvious. It comes off as powerful and trustworthy. Your design may also stand out among the more cluttered brands.



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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