

# PACKAGING

## TRENDS

### 2023



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KEEPING YOUR PACKAGING STRATEGY UP TO DATE IS IMPERATIVE - THE DESIGN AND MATERIALS USED HAVE A SIGNIFICANT IMPACT ON MOST AMERICANS' PURCHASING DECISIONS.

The packaging market is projected to surpass \$1 trillion mark by 2026, with the growth attributed to packaging design. 72% of American consumers say their purchasing decision is influenced by packaging design.

Additional studies found that 81% of consumers tried something new because the packaging caught their eye, and 63% of consumers purchased a product again because of the packaging's appearance.

Stay competitive and stand out on the shelf by incorporating some of the most relevant trends into your packaging strategy.

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# PACKAGING TRENDS

## SUSTAINABLE



It's no surprise that eco-conscious packaging will continue to be an important factor for consumers in 2023. Recyclability refers to how well the material in packaging can be recovered and repurposed for additional uses. Packaging made from paperboard is the most common type of recyclable material, and is highly customizable. GLS has a facility completely dedicated to custom paper boxes, cartons, tubes, and access to new and trending sustainable materials.



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## QR CODES



During the COVID-19 pandemic, QR codes saw a significant uptick in use as they offered businesses and eateries convenient contactless payment choices. Since then, these codes' usefulness and prevalence have persisted and show no signs of abating. The use of quick response (QR) codes on product packaging can lead to some intriguing new avenues of exploration. QR codes are environmentally friendly since they eliminate the need for printed inserts in packaging. This also helps keep packaging costs down.





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## MAXIMALISM



Although minimalism topped the trend list for several recent years, maximalism is making a comeback. Maximalism is a relatively recent trend that has emerged in the product design business and is all about going to extremes with one's design. These "more is better" packaging designs use an increased number of frills, vibrant colors, flourishes, and clashing patterns in order to provide customers with a visual treat. When compared to the other products in a category where minimalism has been the standard, maximalist designs have the ability to make a product stand out as being remarkable.



# PACKAGING TRENDS

## BRIGHT & BOLD

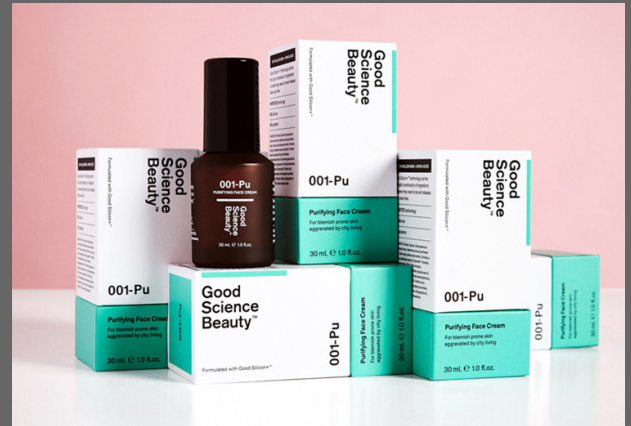


The muted, earthy tones that dominated 2022's color palettes will give way to 2023's bold, eye-catching combinations. Sometimes the answer to standing out on the shelf, is simply to be bright and beautiful to look at.



# PACKAGING TRENDS

## NO NONSENSE BRANDING



The use of straightforward packaging designs that feature prominent placement of essential information for the user is on the rise. Such layouts make it very clear to the buyer that they have found what they are looking for. This branding strategy can give off an air of openness and honesty, laying the groundwork for solid relationships with customers. Among the many brands out there, yours may stand out as the most unique due to its unique design.



# PACKAGING TRENDS

THINK OUTSIDE THE BOX



Competition out there is tough, and thinking "outside the box" is now more important than ever. If you're selling a high-end product, consider adding features like a recorded message for customers, or using a unique shape to help your product stand out. Creativity never goes out of style!





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SOURCING, INC



## 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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