

# Packaging Smarts

Advice for better, smarter, more cost-effective packaging decisions

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## Packaging Insights from Sweets & Snacks 2017

Sweets & Snacks Expo, the premier annual event of the candy and snack industry, was held in Chicago in May. The event attracted over 18,000 attendees, a new record. At the expo, major trends with implications on packaging emerged.

### **Industry Initiative to Impact Package Sizes and Labeling**

The four biggest global confectionery companies and the biggest non-chocolate manufacturer in the US, in cooperation with the Partnership for a Healthier America have committed to offering consumers better information and healthier, calorie conscious choices in their snacks. This alliance will have an impact on both package sizes and package graphics.

As a result of this commitment, 90% of the best selling treats will contain calorie information on the front of the package by 2022. Also by 2022, half of the individually wrapped candy products will be available in sizes that contain 200 calories or less. The National Confectioners Association (NCA) is coordinating this initiative and actively working to enlist other candy manufacturers in the effort.

### **Sustainability**

Consumers are becoming increasingly aware of the environmental impact of the products they purchase. Responding to this consumer sentiment, many companies are making commitments to more sustainability. This impacts two areas - ingredients and packaging.

For ingredients, companies are beginning to source out their ingredients from farms with sustainable practices.

Sustainability in packaging is seeing movement in two ways. Some manufacturers are striving to eliminate excessive packaging, such as a bag within a box. Others are making efforts to move to packaging materials that are biodegradable and/or compostable.

### **Package Sizes**

An increasing number of candy and snack products are now being packaged in smaller sizes that contain a set number of calories. This is added convenience for diet-conscious consumers who do not want to measure out a "serving size" when consuming the product.

### **Stand-Up Pouches**

As part of the trend to eliminate bag-in-the-box packaging, many manufacturers are moving to stand-up pouches. These new packages offer more impactful graphics, and have the consumer benefit of being able to re-seal the package.

The candy and snack industry continues to push the envelope in setting trends in packaging.