

# Industry Insight: Food & Beverage

Taking a closer look at packaging considerations within the food & beverage industry.



The food and beverage industry can include, but is certainly not limited to, retailers like wine and liquor stores, coffee shops, grocery stores, restaurants, and specialty snacks. Customers continually look for quality experiences and the right packaging can help “wow” those customers. In a highly competitive landscape like the food and beverage industry, standing out through your packaging reminds customers why they shop with you and that can be invaluable for retaining business. The food and beverage industry consists of large chains like Whole Foods, Total Wine & More, and Starbucks, to smaller, more boutique or specialty food and beverage stores.

The American food and beverage market is valued at over [\\$700 billion](#). The industry has grown in sales over the years, and there will continue to be opportunities to outperform competitors as the market grows. As younger generations increase their purchasing power, businesses are looking for ways to “wow” their customers and create a memorable experience. Packaging can help add that value for customers and be a differentiator for your brand.

Packaging is an important branding decision and differentiator for your customers. It is important to remember that packaging is an extension of the product you are selling and your brand, so it should reflect the quality of your product and service. Quality packaging can reinforce your value to a customer and work as a promotional tool when your packaging is carried around by customers or showcased in social media posts and videos. We have all recognized different grocery or wine stores unique reusable bags used for repurchases or other post-purchase uses, and that helps to create further value for both the customer and the company. Packaging that aligns with the value of your brand can ultimately benefit your company through increased brand equity and sales.

Packaging for the food and beverage industry can come in almost any form. Whether it's bags, boxes, napkins, cups, or specialty pieces like miniature cowboy hats, each packaging type can help send a message to your customer segment. Bags can range from disposable, poly shopping bags for cost-effective, value brands, to renewable bags, to higher-quality paper shopping bags. Packaging can represent a substantial investment and needs to be carefully considered so that it is functional and communicates the value that you represent to customers.

There are many important questions to be asked when making packaging decisions for your food and beverage business. Does your packaging align with the value of your brand? Does your packaging reaffirm the purchasing decision of your customer? Will your packaging help add to the overall customer experience? Should your packaging encourage repeat purchases, brand loyalty, and ultimately create brand advocates?

Classic PKG Direct is happy to help with any of your food and beverage packaging needs or challenges. Packaging is an essential way to stand out amongst competitors and promote your food and beverage services.

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