

2024 SNACK PACKAGING TREND REPORT

TEMPO FLEXIBLE PACKAGING

HOT! AND! FRESH!

An industry insider's take on the design trends taking the snack aisle by storm.

01



COME AND GET IT

At Tempo, our mission is to collaborate with like-minded partners, delivering customized solutions one client, one brand, and one flexible package at a time. Our partners span a diverse range of industries, including snacks, chips, confectionery, lawn and garden, pet food, and fresh and frozen produce. In the competitive snack space, product protection and the ability to stand out to shoppers are key.

Here's an inside look at a few of the trends we're seeing in chip, candy and snack packaging.

02

SUSTAINABLE PACKAGING



Consumers want options that are better for the planet. According to a survey by Mintel for the Flexible Packaging Association, 49% of consumers believe that their purchasing behavior can make a positive impact on the environment. Shoppers are on the lookout for brands that are genuinely doing their part for sustainability, without greenwashing.

Innovative packaging solutions are now available that offer the same product protection and characteristics as traditional packaging structures while being recycle-ready.

Not ready to transition to a totally new structure? Following the Golden Design Rules, How2Recycle or the Association of Plastic Recyclers Design Guidance can help you gradually move towards a greener package. There are many adjustments, like 'right-sizing' or 'right-gauging' that can help reduce your carbon footprint without switching to an entirely new film or material.

03



ON-THE-GO AND SINGLE SERVE PACKAGING

Today's consumers crave convenience to match their busy lifestyles, and their snack choices are no exception. We're seeing a significant increase in packaging designed for on-the-go consumption.

What are shoppers looking for in a single-serve snack pack?

- Easy open. No use having a snack if you can't get to it.
- Durable, but light. Packaging should be able to withstand being carried around.
- Resealable zipper. Perfect for the "in-between" sizes that hold more than one serving but are not family sized.

Single-serve packages are also a great time to think outside of the cardboard box. Individually wrapped products work just as well inside a large stand-up pouch and help to reduce your carbon footprint.



04

MATTE, METALLIC AND HAPTIC FINISHES

OH MY!

In the competitive snack food space, consumers have a short attention span and plenty of options. While purchase decisions are often motivated by habit, a package that stands out can not only end up in the cart but also on social media.

MATTE

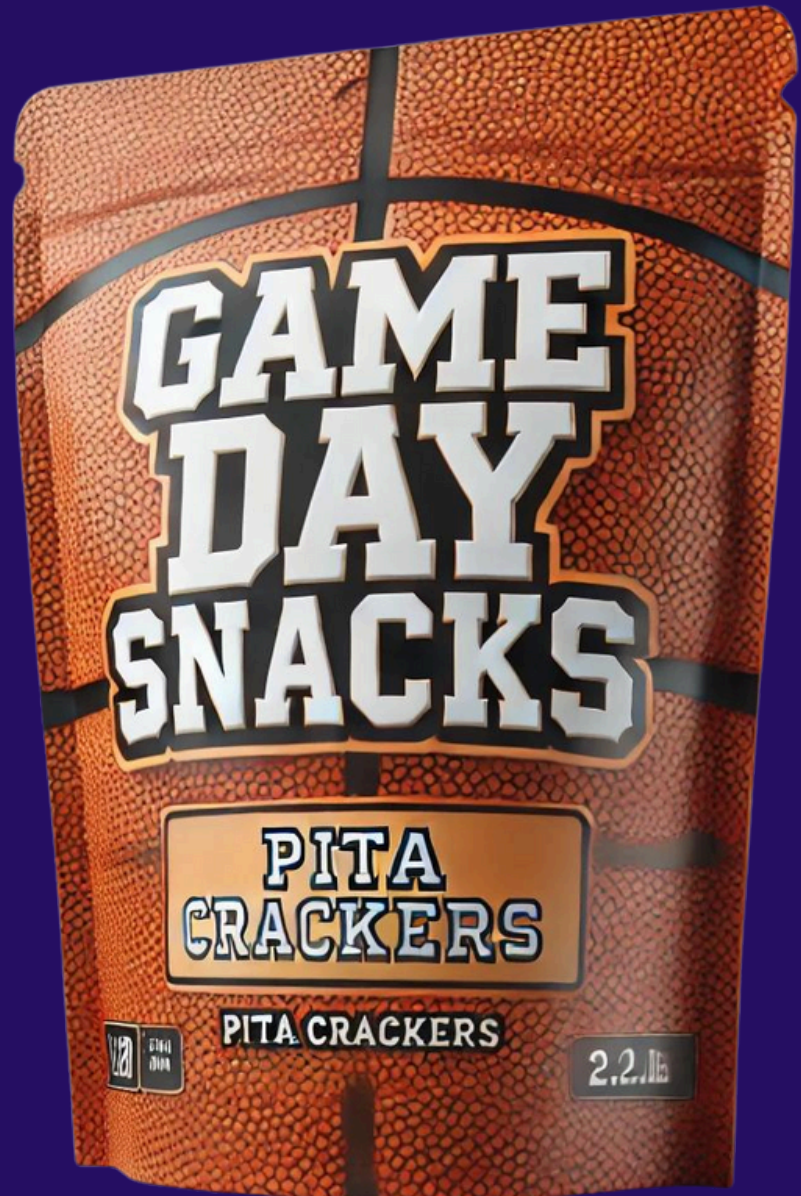
A long-time staple, especially in paper packaging, brands are getting creative with matte finishes to create modern looks. Today's matte finishes can give a tactile soft and velvety feeling, while also elevating appearance.



05

METALLIC

If your package includes a metallized film, why not use this to your advantage? Diamond luster halos, sparking elements, and glistening golds can elevate your product and attract attention. For those who don't use metallized film, metallic inks can achieve the same effect.



HAPTIC

Haptic over lacquers can replicate specific looks and feels. For example, a mono-material pouch with a clear window can have the texture and appearance of paper, ensuring what is traditionally a multi-material package (paper and plastic) into one that is recycle-ready (mono-material with a haptic over lacquer). Creating a limited-edition package for a major sporting event? Haptic finishes can give your design the bumpy grip texture of a football or basketball.

06



INTERACTIVE

ELEMENTS & CONNECTIVITY

Give your consumer an opportunity to connect with your brand (and package) in a fun and novel way. Augmented Reality (AR) and QR codes take a typically static, one-way experience and make it interactive. Whether providing practical information like nutrition facts or recipes, or more entertainment-based elements such as animating portions of the artwork, leveraging technology in different ways is a great way to give a lasting impression.

07



INCLUSIVE

PACKAGING DESIGN

Inclusive design not only benefits brands by making your products available to a wider audience, but by prioritizing accessibility and a range of user needs, you are signaling to consumers that your brand's values are not just words. You are demonstrating your commitment to social responsibility.

Inclusive packaging design strengthens customer relationships, enhances brand reputation, and contributes to a more equitable marketplace.

THANKS A WHOLE BUNCH

TEMPO FLEXIBLE PACKAGING

REALLY!

We hope you enjoyed reading our 2024 trend report for snack packaging as much as we enjoy making flexible packaging. Want to more or tell us we missed something? Feel free to reach out.

contactus@tempoflexiblepackaging.com

1 888 436 4444

