PLANT-BASED MEATS 2.0

TRENDS: Consumer demand continues to rally for plant-based meats as people increasingly seek better for their bodies and planet generation.

FOOD COLOR IMPACTS: In the past, green and red have been the most popular colors for can design in the canned foods industry. Greens and reds continue to remain popular, but we’re seeing more use of neutral or earthy colors as people look for options for can design in the canned foods industry. These trends are seen in the usage of browns, greens, and blacks for the can design in the canned foods industry.

CREATING VISUAL APPEAL FOR E-COMMERCE CONSUMERS

TRENDS: Key elements are on the rise for creating visual appeal for e-commerce consumers. One trend is the use of natural and organic ingredients. More companies are using these ingredients to appeal to the natural and organic food trend. Another trend is the use of social media to create visual appeal. Companies are using social media to create visual appeal by sharing images of their products, which can increase sales.

GOING DRY: REDUCED ALCOHOL CONSUMPTION

TRENDS: In the alcohol industry, consumers are becoming more health-conscious and are looking for options that are healthier. One trend is the increase in non-alcoholic beverages. These beverages are becoming more popular as consumers are looking for healthier options.

HOW TO WIN WITH CONSUMERS

ENGAGE ME! INTERACTIVE PRODUCT EXPERIENCES

TRENDS: Interactive product experiences are on the rise. Companies are increasingly using interactive product experiences to engage consumers. One trend is the use of augmented reality (AR) to create interactive product experiences. AR can be used to provide consumers with an interactive experience that allows them to see how a product will look in their home. Another trend is the use of virtual reality (VR) to create interactive product experiences. VR can be used to provide consumers with an immersive experience that allows them to see how a product will look in their home.