

November 19, 2025

“They say don’t judge a book by its cover—but in the CPG Industry, the package is often the consumer’s first experience with a brand. That makes packaging a powerful storyteller. It must clearly convey the value inside and, in today’s financially strained environment, justify why a shopper should invest their hard-earned money. Smart manufacturers treat packaging as prime real estate: every inch working harder through impactful words and imagery that make value undeniable. And beyond aesthetics, the right packaging must align with the product’s promise and meet shopper expectations—because trust begins at first glance.”



Chris Costagli

Vice President,
Thought Leadership
F&B Insights Lead,
NielsenIQ

The takeaway...

- Perception and reality are not always closely aligned
- Poor on-pack space utilization is a wasted opportunity
- Packaging can undermine the value proposition

Your next move...

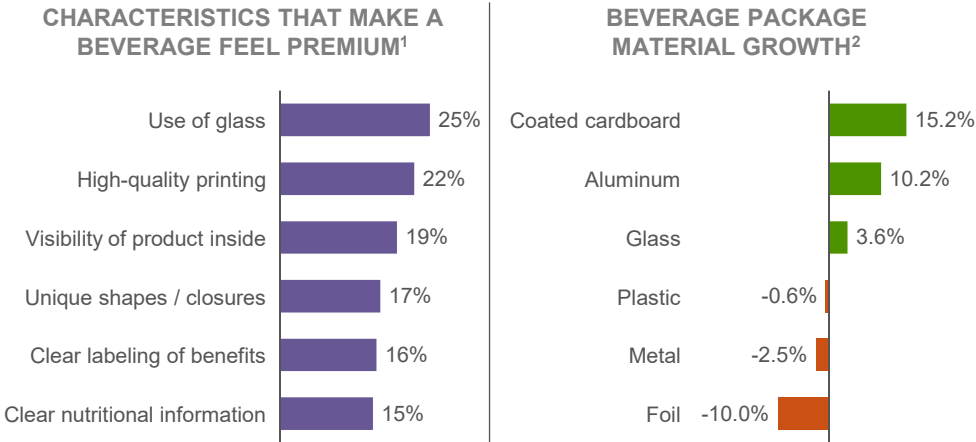
- Understand what “premium” means to your shopper
- Take credit on your package for what your product is/isn’t
- Address misalignment between packaging and value proposition

Packaging Sells Value At First Glance

Implications for beverage manufacturers

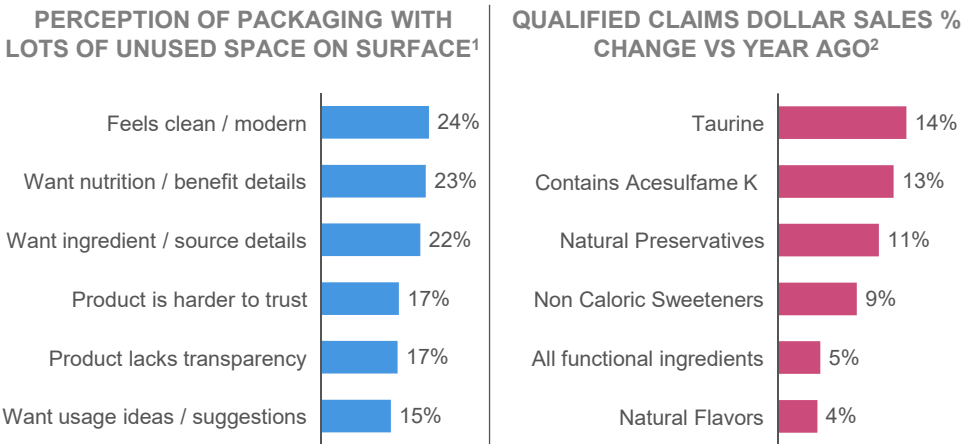
Glass leads perception, not market growth

Glass is leading premium product indicator, but its growth is only +3.6%, while coated cardboard and aluminum are accelerating faster. This gap shows premium cues and material trends are misaligned. Manufacturers need to think carefully about package strategies to stay competitive and meet evolving consumer expectations



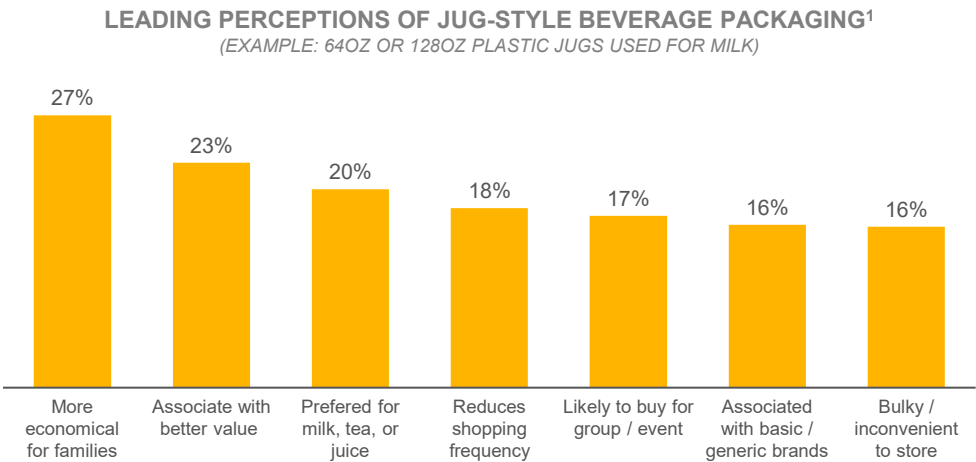
Packaging often serves as a shoppers first experience

Unused packaging space is a missed opportunity to connect with shoppers. They’re asking for nutrition facts, ingredient details, and transparency—while claims like taurine, natural preservatives, and non-caloric sweeteners are fueling growth. Use your packaging real estate to showcase benefits, reasons to believe, and to build trust.



Jug packaging delivers value—but needs an upgrade

Jug-style packaging stands for value—27% of consumers call it the most economical for families and 23% link it to better overall value. It’s preferred for milk, tea, and juice and helps reduce shopping trips. Yet 16% see it as bulky and generic. Manufacturers have a clear opportunity: keep the value, add convenience, and elevate the experience



Industry Analysis Sources: ¹NIQ, BASES Quick Question, Beverage Packaging Survey, September 2025, n=1,006; ²NIQ, Retail Measurement Services, Total US Full View, Periods Ending 10/11/2025
Author: Chris Costagli, Vice President, Thought Leadership, Food & Beverage Insights Lead; Maria Camila Garnica, Industry Insights Analyst