



# pentawards

## TRENDS REPORT 2022-2023

# WELCOME

One year on from our first trends report the world is rapidly changing with much still in flux. While things aren't quite 'back to normal' yet following the disruption of the pandemic, the entries to this year's Pentawards competition reveal a bright future ahead for the global packaging design community.

Having looked through the 2,000 entries from over 60 countries across five continents, we've had privileged access to the latest developments in packaging design around the world. We also held our inaugural Pentawards Festival this year, which brought together expert opinions and insights from across the industry.

From all of this, we have identified the 10 key trends that are set to shape packaging design in the year to come. Some have developed out of trends we observed in last year's report and others are emerging trends that we are set to see carve the way forward to future developments in packaging design.

We're delighted to share these insights with you here and hope you find them a useful guide to where the packaging design sector is today – and where it's heading to next.

**The Pentawards Team**





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#### WILLIAMS PREMIUM CANNED COCKTAILS

Offfff, Netherlands  
**BEVERAGES**, Platinum



#### POTTS' SAUCES

This Way Up, UK  
**FOOD - Spices, oils, sauces & spreads**, Bronze

## 01 RISE OF THE CAN

As predicted in last year's report, we've seen a continuation of new takes on traditional packaging. In this case: canned packaging. Perhaps it's down to the drive towards using more sustainable materials, logistical reasons of being easier to pack, or simply to stand out from the crowd with something fresh.

This trend has been brewing for a couple of years in the drinks industry, and indeed this year's Beverages - Platinum winner was the perfect example of the trend: **Williams cocktails**, developed to help a Rotterdam bar keep business going during lockdown. After perfecting the ingredients inside, they wanted to finesse the outside by standing out with something different. The result is six different types of cocktails, with 6 different labels and branding, held in a can made of thin rolled steel which is 100% recyclable.

We're also seeing the rise of the can in sectors beyond the drinks market. In a market saturated with jars and pouches, **Potts'** wanted to give its cooking sauces a unique look for standout on the shelf. With considerations also on the environment, they opted for recyclable aluminium cans, more commonly associated with soft drinks. With no window to see the product, the graphics and design had to work twice as hard to express the flavour within each pack.



#### AOKKA VISUAL IDENTITY AND PACKAGING DESIGN

*low key Design, China*

**BEVERAGES - Tea and coffee (dry and capsules), Silver**



**COFANCY CONTACT  
LENS CAN COLLECTION**  
*Beijing Sofun beauty, China*  
**BODY, HEALTH & BEAUTY - Beauty, Bronze**

## 01

Other examples where we spotted this trend was for coloured contact lens packaging **CoFANCY**, and as part of the collection for **Aokka** coffee.

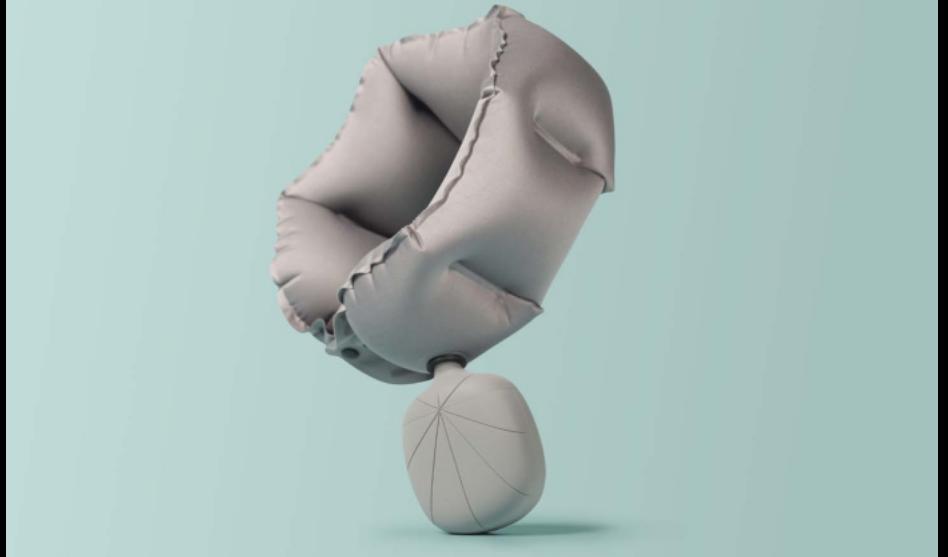
### WHAT NEXT:

We expect to see canned packaging become an increasingly popular choice for categories across the food and drinks sector because it provides a strong sustainability story whilst offering novelty and differentiation. As the **Potts'** example shows, we expect the trend to reach beyond the familiar area of canned alcoholic beverages. We also expect to see premium products and brands use cans adorned with sophisticated graphic designs, re-positioning the can as a premium packaging option.



**“Cans are not only a more sustainable format for designers to use but can be versatile in terms of form, function and opening. They can bring an exciting and refreshing edge to a brand which may be why we have seen such a cross section across different sectors choosing this packaging with successful results.”**

**Chloe Templeman,**  
*Executive Creative Director,  
big fish*



#### POCKET NECK PILLOW

*Urban Forest Lifestyle Limited, China*  
**DIAMOND - Best of show**



**“As the impact of packaging on our planet (quite rightly) becomes a hotter and hotter topic each year; the trend for designers creating packaging that’s beautiful, covetable and useful is hitting its peak. Products such as the Pocket Neck Pillow are redefining what packaging can and should do”**

**Jamie Ellul**

*Founder & Creative Director  
Supple Studio*

## 02 PACKAGING AS THE PRODUCT

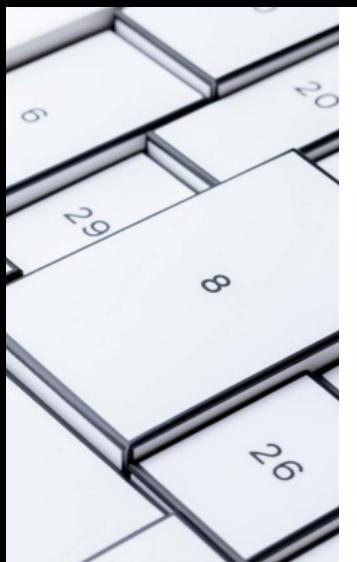
As we all know, sustainability is no longer a trend, it's a fundamental part of any packaging design process. In light of saving on waste and space, we are seeing more and more products where packaging forms a key part of the product itself. A great example of this is this year's Diamond – Best of Show winner, the **Neck Pillow by Urban Forest**. A functional and re-usable element, the pouch that contains the travel pillow is also the pump to inflate it, eliminating any packaging waste.

Continuing the environmental impact theme is the design of the **F Solid Pod**. Made from recycled materials, it helps maximise 100% of the gel or shampoo bars that it holds, is easy to transport, and has been developed for all types of users.



#### F SOLIDPOD

*CuldeSac, Spain*  
**SUSTAINABLE DESIGN - Body, skin, health and beauty, Silver**



#### CHANEL N°5 ADVENT CALENDAR

*Knoll Printing & Packaging, USA*

**BODY, HEALTH & BEAUTY - Limited editions or series, Gold**

**SUSTAINABLE DESIGN - Luxury goods, Gold**



## 02

Meanwhile, to celebrate the 100th anniversary of the Chanel N°5 fragrance, **Chanel** created its first ever advent calendar in a super-sized version of its iconic shape, using moulded pulp packaging that becomes a collectable item in itself.

Another example is the **SOSO olive oil dispenser**, created in conjunction with the egg-shaped salt shaker already in the range. Made out of ceramics, recycled plastic and cork, it's a compact and unique design which fits perfectly in your hand when pouring and turns the packaging into a dining table necessity.

#### WHAT NEXT:

This trend is an inevitable result of the push towards more sustainable packaging solutions and a circular economy. However, in terms of how the trend will develop, we expect to see an increasing fusion of aesthetics vs. function to create packaging that is both aesthetically-pleasing to encourage consumers to keep and re-use it, and also environmentally-conscious in terms of transportation costs and waste.

#### OLIVE OIL DISPENSER

*Grupo Idea, Spain*

**FOOD - Spices, oils, sauces and spreads, Gold**



#### COLGATE 'RECYCLE ME' TUBE

Colgate-Palmolive, Switzerland

SUSTAINABLE DESIGN - Body, skin, health and beauty, Gold



## 03 CONSUMER-LED SUSTAINABILITY

With the personal care and beauty industry producing more than 120 billion units of packaging every year globally, it's no secret that brands and agencies have been looking for ways to reduce their impact. While this in itself is not new, what we have been seeing is more brands communicating to consumers about what they can do themselves to help complete the more environmentally-friendly circle.

Educating consumers on how they can dispose of the various elements of the packaging helps put some of the responsibility on the consumer too. This can be seen as a progression from a trend we saw last year of brands telling their sustainability story through their packs.

**Colgate's** 'Recycle Me' toothpaste tube, which is the first of its kind, wants to raise awareness and promote behaviour change in consumers with its obvious recycling push. **Carte D'Or's Affogati** line of ice cream has switched to 100% compostable and recyclable paper, with instructions on what elements to recycle or compost.

#### CARTE D'OR AFFOGATI ICE CREAM

Reverse Innovation, Italy

SUSTAINABLE DESIGN - Food, Gold



#### BODY WASH REUSABLE BOTTLES + CONCENTRATE REFILLS

JDO Brand Design & Innovation, UK

**SUSTAINABLE DESIGN - Body, skin, health and beauty, Silver**

**“Consumers are key enablers of giving packaging a second life, therefore on-pack communication, consumer education and engagement are key elements when considering new packaging solutions and the evolution of innovative designs.”**

**Eliisa Laurikainen**

*Business Development Manager,  
UPM Raflatac*

## 03

Dove's re-usable body wash bottles and concentrate refills are similar in their messaging, providing eco-conscious consumers with a simple solution to cut down on waste. Clear instructions are dotted across the pack about how to use the refills and the positive impact of this approach.

### WHAT NEXT:

There is a real opportunity here for brands to increasingly involve consumers in the sustainability and recyclability story of their product and packaging, which in turn could well foster greater loyalty between consumers and brands as they feel a shared responsibility for the planet. We expect brands to jump on this opportunity to build closer connections and rapport with consumers about the critical topic of climate change.





## BYOMA

Pearlfisher, UK

BODY, HEALTH & BEAUTY - Skin care, Silver



## 04 HYPER BOLD VISUALS

The need for the 'wow' factor stands strong in a world still recovering from the pandemic. Even though shops are open again, many people are still buying online so brands must stand out both in physical and digital stores – as well as on social media. To do this, we are seeing brands focus on key bold colours, fonts and graphics to stand out from the crowd.

Skincare range **BYOMA** uses modern typography and iconography alongside bold colours to display the brand's pioneering science, ingredients, and innovation. Made from fully recyclable, 100% mono-material plastic, the brand's square bottle shapes enable easy and effective shipment to reduce its carbon footprint.



"Today, brand standout needs to work across multiple platforms. Not just on shelf and online in the traditional sense, but potentially in ever-changing 3D worlds too. We are seeing colour, unique graphics and bold symbolic logos embraced as brands aim to strengthen ownable visibility"

**Jennie Potts**

Associate Creative Director,  
B&B Studio



**SK-II x THE ANDY WARHOL FOUNDATION**  
LOVE, UK  
**BODY, HEALTH & BEAUTY - Limited editions or series, Silver**

**FUZED**  
Vault49, USA  
**HOME, LEISURE & OTHER MARKETS, Platinum**



## 04

In partnership with the Andy Warhol foundation, **SK-II's** packaging also stands out by taking inspiration from Warhol's iconic television test pattern. A limited edition of gift packs were created with MTV-era inspired VHS tape boxes and analogue TVs.

Created for the fast-growing US cannabis vape market, the design for **Fuzed** stands loud and proud and boldly communicates the new brand's proposition of high quality cannabis with naturally derived flavours, whilst **Andara's** packaging design uses the logo as its main structure and as an iconic visual.

### WHAT NEXT:

While the use of bold colour is not a wholly original trend in itself, the necessity of having to stand out amongst increasing competition on social media and against strong, purpose-built DTC brands definitely is. The trend of strong and extreme use of colour, pattern, and typography which is simple and bold, rather than intricate, is therefore here to stay because this is what stands out best in a digital environment. However, we expect this will eventually reach a saturation point, which is when we might see braver brands opting for monochrome or more muted palettes. Watch this (digital) space.

**ANDARA**  
Boost Brand Accelerator, Peru  
**FOOD - Breads, grains and pasta, Gold**



#### MATCH, NEVER ORDINARY

SeriesNemo, Spain

**BEVERAGES - Soft drinks and juices, Gold**

**SUSTAINABLE DESIGN - Branding & consumer, Silver**

#### PURSUE HARD SELTZER

OlssønBarbieri, Norway

**BEVERAGES - Low and non-alcoholic drinks, Bronze**



## 05 SUPER PREMIUM GLASS

As brands think more sustainably, we are seeing more and more glass packaging on shelves and online. Though to add a more premium flair to these products, we are also seeing many bottled soft drinks turn to bespoke, intricate glass bottles with hyper premium detailing and finishings.

**MATCH's** tonic water labels look and feel unique, as they have a microperforated look and a rubbery soft touch, reminiscent of the luxurious feeling of a new bicycle or tennis racket handle, whilst **Pursue's** Hard Seltzer created a custom bottle to offer a more nostalgic look and stronger premium cues.

We also saw **Maybe Sammy's** bottled premium cocktails with packaging designed to reflect elements of its popular Australian bar venue as well as the refinement and sophistication of the team's perfectly crafted cocktails. The green and gold colours have become synonymous with the brand, and this palette was extended across the packaging details, from the gold foil finishes to the custom outer box design.

#### MAYBE SAMMY BOTTLED COCKTAILS

*The Bar Brand People, Australia*

**BEVERAGES - Cocktails, Gold**



#### MAYFAIR GIN

*Ben Galbraith Design, New Zealand*

**BEVERAGES - Private labels, Bronze**



## 05

Similarly, **Mayfair Gin**, looking for a premium look to compete in the exploding gin category, took inspiration from the Georgian architecture of Mayfair in London, and used a stripped-back colour palette, embossing, foiling and a gloss varnish.

### WHAT NEXT:

We are expecting brands to increase the sustainability of their glass packaging by using recycled glass, leaning into a circular economy. A premium feel will maintain importance as brands have to work as hard as ever to build customer loyalty, and as conscious consumers become more selective with their purchases.



**“With an unprecedented range of color and design possibilities, bespoke bottles are beautiful, multi-dimensional works of art that elevate your brand, product and customer experience. Your glass packaging becomes a tool to drive brand-building and customer loyalty – and can be 100% unique to you to really stand out.”**

**Melianthe Leeman**

*Global Category Lead  
for Wine & Spirits, O-I*



#### MICROSOFT SURFACE ADAPTIVE KIT

Microsoft, USA

#### BRAND IDENTITY & CONNECTED PACKAGING

- Smart and Connected packaging, Silver



## 06 ACCESSIBLE AND INCLUSIVE DESIGN

Packaging that caters to a wider variety of consumers is truly cementing itself. This trend is now proudly standing out and gaining more attention, becoming a must-have for many brands.

Created in partnership with people with disabilities, the packaging for **Microsoft's Surface Adaptive Kit** was designed to be accessible, reusable, and sustainable. Containing labels to help those with visual impairments or disabilities use their Surface laptops, the packaging also caters to this audience, with features including integrated loops for easy removal, as well as a braille QR code.

Tackling a society taboo in a surprising way, the packaging design for Japanese medical brand **Oops** opted for colourful illustrations of young men, opening up the conversation around Erectile Dysfunction affecting younger generations.

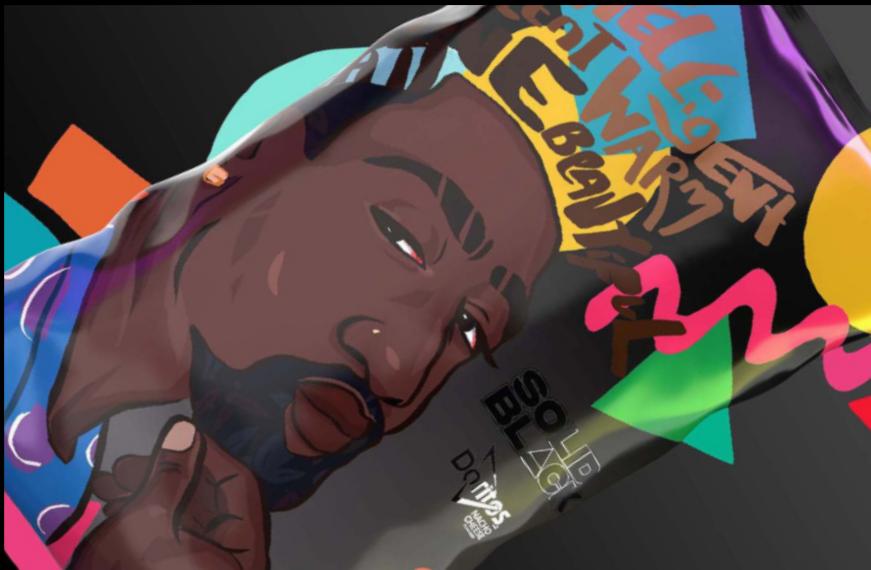
#### OOPS

Riko Koide, Japan

BODY, HEALTH & BEAUTY - Health care, Gold



**DORITOS SOLID BLACK**  
PepsiCo, USA  
**FOOD - Limited editions, Gold**



## 06

And taking a more creative approach, **Doritos' Solid Black** limited-edition packs were designed as part of a multi-platform initiative to bolster the voices of black innovators and creators. Not only does the packaging help introduce the world to a new class of "Black Changemakers", Doritos will also donate \$5 million to non-profits chosen by them as part of the campaign – linking packaging design to real-world change.

### WHAT NEXT:

This trend is bound to develop further as brands' understanding of the diversity of their audiences, and their needs, evolves. At the Pentawards Festival this year, Jeremy Lindley, Global Design Director at Diageo, emphasised the danger of unconscious bias in design and the fact that real empathy in design is still often lacking. Lindley also spoke about playfulness as one of the most important tools for creating truly inclusive design, and we expect to see many more playful solutions to packaging design for diverse audiences in the next few years.



**"We need to stop thinking of people as consumers, and start thinking of them as human beings"**

**Mauro Porcini**  
Senior Vice President & Chief Design Officer, PepsiCo



**AVYUN**  
Backbone Branding, Armenia  
**BEVERAGES - Limited editions, Gold**



**“Neuromarketing research reveals texture can affect sensory experience which implicitly activates not only a feeling of higher quality and value, but also of exclusivity. A product’s packaging surface is the most intimate intercourse between the brand and the user, and the most powerful “first impression” maker.”**

**Raül Cobos**  
Marketing Manager,  
Derprosa by Taghleef Industries

## 07 TACTILE DETAILING

As we continue to move away from a desensitising and physically disconnected period of lockdowns, we are seeing brands aim to re-engage consumers through intricately detailed, tactile packaging. The added aspect of touch gives these designs another dimension beyond the visual, opening the packaging experience up to a wider audience.

For the limited edition **Avyun** wine, the central element of the design is an embossed grape leaf, with red pigment ‘flowing’ through its indented veins to varying extents to reflect the maturity level of the wine. Meanwhile, **Almatura** uses handcrafted recycled labels whose tactile fibres evoke the ‘natural’ quality of the product inside, with embossed lettering adding further texture.

**ALMATURA**  
IRÜBI, Spain  
**SUSTAINABLE DESIGN - Beverages, Gold**





**RE:INCARNATED SPIRITS**  
Ruska Martín Associates, Germany  
**SUSTAINABLE DESIGN, Platinum**



**CHÂTEAU GALOUPET CRU CLASSE**  
FutureBrand Paris, France  
**SUSTAINABLE DESIGN**  
- Luxury goods, Silver

**WHAT NEXT:**  
We look forward to seeing further unique and creative approaches to the physical experience of packaging as the value of tangibility within an increasingly digital world continues to draw in consumers. The idea of making packaging more sensorially diverse is bound to work in tandem with the ongoing rise of accessible and inclusive packaging design.

## 07

Other unusual textural features like the shredded Euro banknotes on **Re:Incarnated Spirits**' bottles, as well as the hyper-detailed embossing of hand-created illustrations on **Château Galoupet**, give these products even more appeal.

We can also see tactile details in **Dare to be real**'s makeup, with a twist on the usual clean-cut beauty care packaging, and in the **Gift of Huangyao**, with its three dimensional packaging inspired by traditional Chinese architecture.



**GIFT OF HUANGYAO**  
Decalent, China  
**BRAND IDENTITY & CONNECTED PACKAGING**  
- Self promotion, Silver



**DARE TO BE REAL**  
Shanghai Nianxiang Brand  
**Design & Consulting, China**  
**BODY, HEALTH & BEAUTY**  
- Beauty, Silver

**"Smart packaging helps brands create more meaningful and connected experiences with their consumers.**

**In a world that is still recovering from the pandemic, this connection is now more important than ever"**

**Adam Ryan**  
*Head of Pentawards*



**THE FETICHPACK**  
Servaire & Co, France  
**BRAND IDENTITY & CONNECTED PACKAGING**  
- Smart and Connected packaging, Bronze

## 08 NEXT LEVEL SMART PACKAGING

Brands are continually finding new ways to communicate and engage with consumers, which has meant a sharp rise in smart and connected packaging in recent years. This has allowed consumers to engage with more information on the product, its ingredients, and the brand. As a relatively new trend, we have seen this continue to evolve in new and exciting ways.

For **The Feticapist's** packaging design, a radical graphic universe was created to reflect the intricacies of the ready-to-drink cocktails developed by mixologist Ugo Jobin. The bold, digital neon design carries over to its video game-like website, where consumers can discover more and purchase cocktails online.





### FACE GYM

Established, USA

**BRAND IDENTITY & CONNECTED PACKAGING - Smart and Connected packaging, Gold**  
**BODY, HEALTH & BEAUTY - Skin care, Gold**

# 08

**FaceGym** is an environmentally-friendly, sports-inspired beauty brand complete with unique personal trainer-like application techniques only accessible via QR code. They created a tactile pull-off tab to open the product in a unique and memorable way, capturing the consumer's attention and piquing interest. Cleverly hidden codes were then revealed, which the user could scan to improve their results.

And with **Wondercan**, each can hides a message, revealed via AR, about a topic of interest to the target audience, such as feminism or sexual diversity. AR gives the packaging a new dimension and the possibility of discovering the different stories that appear on the can.

### WHAT NEXT:

With technology and social media becoming increasingly sophisticated, we look forward to seeing new and innovative ways of brands connecting with consumers beyond what's displayed on the box. We also expect a lot of this content to engage consumers with topical issues as well as the sustainable story behind each product, as these become increasingly important to global audiences.



### WONDERCAN

Supperstudio, Spain

**BRAND IDENTITY & CONNECTED PACKAGING - Smart and Connected packaging, Bronze**



#### HEIGHTS

Pentagram, UK

#### BRAND IDENTITY & CONNECTED PACKAGING

- Packaging Brand Identity Projects, Gold

## 09 SIZE MATTERS - PACKAGING ON A DIET

As environmental concerns stand strong, it's not just the recyclability and sustainability of the materials that is under consideration, but also how packaging can be reduced and minimised to save on waste and transportation.

The packaging design for **Heights DTC** products was driven by two factors: a need to be highly distinctive and to fit through letterboxes. In order to minimise the carbon footprint and stay within the 25mm overall package thickness for economic delivery, a special shipping box was designed from moulded sugar cane pulp.

As part of their reduction in the use of plastic, **SONY** developed a new packaging material made of bamboo, sugarcane fibre and recycled paper, reducing the packaging size for their WF-1000XM4 earphones by 34%.



#### SONY'S ORIGINAL BLENDED MATERIAL

Sony Group Corporation, Japan

#### SUSTAINABLE DESIGN - Home, leisure & other markets, Gold



#### CURIUS VETA PACK

DAPY - DO INTERNATIONAL, France

**SUSTAINABLE DESIGN - Beverages, Silver**

#### VETA, WHAT MATTERS

SeriesNemo, Spain

**BEVERAGES - Spirits (Clear), Gold**

# 09

Meanwhile, the geometry of the bottle shape for **VETA**'s spirits was designed to reflect the shape of a flask but the key feature is its sustainable moulded pulp pack which protects the product in an attractive way while minimising packaging.

#### WHAT NEXT:

As a relatively simple approach to sustainability which is also cost-effective for brands, and as excessive packaging and waste becomes less desirable for the ever-more conscious consumer, we expect this trend to last for the long term. Look out for the smart-packaging concept combining with this trend, as brands use QR codes to link to information digitally as opposed to using space – and excess material – for product details on the packaging itself.



**“Behind every problem there is a hidden solution. With the rise of DTC, a real opportunity has been created to rethink packaging structure in a disruptive and sustainable way.”**

**Hernán Braberman**

*Executive Creative Director,  
Tridimage*

**UNTITLED**  
Lefki Savvidou X Marios  
Karystios, Cyprus  
**BEVERAGES - Wine (light), Gold**



## 10 DOODLES

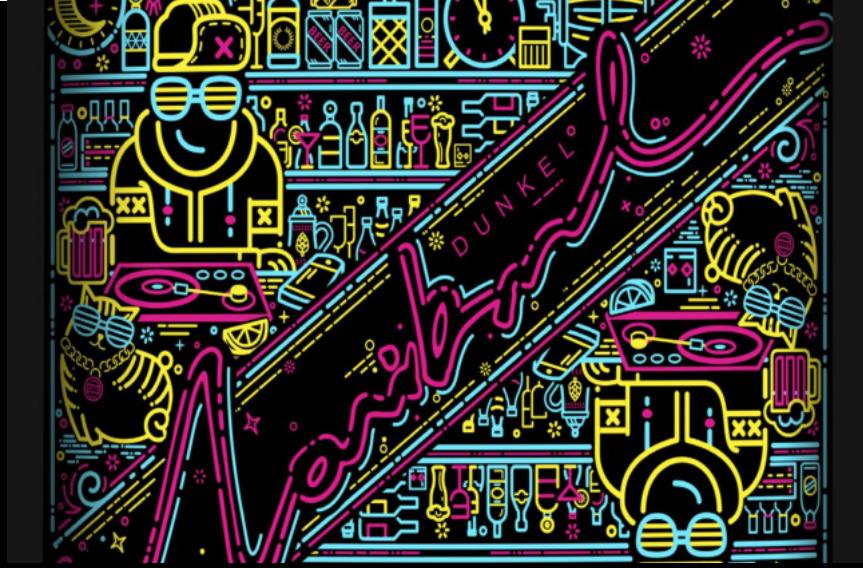
We've also seen a rise in packs that are displaying hand-drawn illustrations or handwritten notes, evoking a sense of personalisation and human connection directly with the brand.

During lockdowns, many people found themselves at home and took to hobbies like writing or drawing, perhaps reflected in these pieces. For example, the message on the limited edition "**Untitled**"s wine sends a playful and category-disrupting message that many may have felt since the pandemic started, "We are not drunk enough to survive the 21st century."

**“Some brands invite us to play. Doodles have been with us since childhood and are a very emotional and slightly absent-minded visual expression. Designs executed in this way dialogue with people in a very human and universal language, effectively connecting feelings and memories”**

**Beatriz Suárez**  
Co-Founder & Head of Strategy,  
Estudio Maba





#### LOVIBOND 30

*ShenZhen Lingyun creative packaging design, China*  
**BEVERAGES - Beer and cider, Gold**

#### COMPOUND JUICE DRINK

*ideafine, China*  
**BEVERAGES - Soft drinks and juices, Silver**



# 10

A new beer brand targeted at young adults, **Lovibond's** packaging features illustrations on the label in luminous ink depicting two different scenes: a peaceful quiet illustration for the daytime, and a more hip-hop vibe for the evening (pictured).

Meanwhile, the packaging for **Compound's** fruit juice features a fun drawing of a 'fruit monster' amongst energetic doodles of symbols and patterns, a creative approach that helps it to stand out against competitors.

#### WHAT NEXT:

As the digital world gains ground, we think hand-drawn motifs will continue to play a part in packaging as a balance to increasingly analogue designs. The characterful and free form of doodling, in particular, brings to mind a childlike creativity that will continue to appeal to all generations, bringing an especially human feel to the visual design of packaging.

# ABOUT PENTAWARDS

Founded in 2007, Pentawards is the leading global platform and community for packaging design.

Committed to recognising excellence in design, Pentawards provides a source of inspiration and connects people from across the world through its annual competition, gala ceremony, international conferences, digital events, books, social platforms and more.

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**60+**  
countries take  
part annually

**2,000+**  
entries in 2021, of  
which 19% won a trophy

**50+**  
international  
Jury members

just under  
**700**  
people from over 30  
countries attended the  
Festival and Gala Ceremony

# CONTRIBUTORS

**JENNIFER CLEMENTS** (Editor)  
Project & Marketing Manager

**ADAM RYAN**  
Head of Pentawards

**ANNA SAEKI**  
Project & Marketing Executive

**GEMMA LEE BROWN**  
Designer

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