

Connecting with Consumers Through Packaging



The Common Ground



Portability

Consumers want to be able to enjoy their favorite products wherever they are – at work, running errands or on the road. Smaller pack sizes for food and beverage products, essential toiletries, and even for discretionary items such as premium fragrances help ensure brands can go along for the ride.



Support Healthy Lifestyles

As more and more consumers seek fresh, natural and minimally processed foods, the barrier properties of packaging become essential elements of delivering these products to consumers.



Sustainability

66% of consumers say they are willing to pay more for products and services that come from companies that are committed to positive social and environmental impact, up 11% from 2014.¹

Millennials



: Who Are They?

Millennials were born between

1982 |—————| **2000**



IN 2015, THERE WERE

83.1m Millennials
1/4 of the U.S. population²



Millennials spend an average of **\$600 billion** per year³

Packaging Preferences



Personalization

This is not a one-size-fits-all generation. Personalization and the opportunity to customize products is an effective way to connect with this cohort.



Brand Transparency = Trust

Millennials want to make informed buying decisions. Brands that provide more than the basic ingredient information generate more trust. One study found millennial moms are leading this charge, with **86%** saying they would pay more for completely transparent food products compared with 73% among all respondents.⁴

Baby Boomers



: Who Are They?

Baby Boomers were born between

1946 |-----| **1964**



IN 2015, THERE WERE

75.4m Baby boomers⁵



Americans aged 55+ account for **42% of consumer spending**⁶

Packaging Preferences



Easy-to-Open

In 2050, the population aged 65 and over in the U.S. is projected to be 83.7 million,⁷ so **packaging that is easy-to-open for those with little to no dexterity is critical.**



Protecting Taste & Health/Fitness is Important

Boomers are more likely than other generations to **make food purchases based on taste and healthfulness.**⁸

Single-Person Households



: Who Are They?

26.6
MILLION

34.2
MILLION

1999 |-----| **2014**

BETWEEN 1999 AND 2014, THE NUMBER OF single-person households in the U.S. **increased from 26.6 million to 34.2 million** an increase of about 29%⁹

Packaging Preferences



Single-Use & Portion Control

Smaller multi-and single-serve sized packages are ideal for this demographic and also help reduce food waste.



Long Shelf Life

Packaging that serves as a barrier to light, oxygen and other external influences, or offers resealability features, ensure that when single-person households buy in bulk, the product stays fresher for longer.

Metal Packaging Delivers



Variety



Portability



Recyclability



Product Protection



Accessibility



Transparency

Learn more about Crown's metal packaging options at www.crowncork.com



Sources

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³ www.forbes.com/sites/laurashin/2015/04/30/how-the-millennial-generation-could-affect-the-economy-over-the-next-five-years/#563fb23032e1

⁴ www.labelinsight.com/hubfs/2016_Transparency_ROI_Study_Label_Insight.pdf

⁵ www.census.gov/newsroom/press-releases/2015/cb15-113.html

⁶ www.usatoday.com/story/money/2017/07/17/economy-still-all-who-else-boomers/476908001/

⁷ www.census.gov/prod/2014pubs/p25-1140.pdf

⁸ www.foodinsight.org/sites/default/files/FINAL%20IFIC%20Foundation%20Food%20%26%20Health%20Boomer%20Report%20%281%29%20%283%29_0.pdf

⁹ www.dupress.deloitte.com/dup-us-en/economy/behind-the-numbers/single-person-households-and-changing-american-family.html