

Four Key Trends That Will Shape the U.S. Food and Beverage Industries in 2018

Evergreen Packaging®, a global leader in fiber-based packaging solutions, in conjunction with EcoFocus Worldwide, has identified four significant trends that will shape the U.S. food and beverage industries in 2018. Uncovered through an analysis of the annual EcoFocus Trend Study,* these trends center around consumers' needs for "trust" and "authenticity."

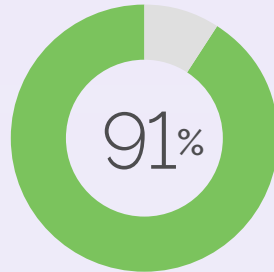


Fresh Authentics™

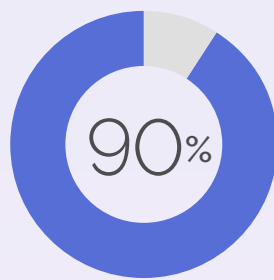
Authenticity has long been a strength for certain grocery brands, and now it is trending as a priority for health and sustainability-minded grocery shoppers in 2018, with implications for brands across all categories. Beyond health-conscious shoppers, a segment of consumers is emerging — Fresh Authentics. These consumers seek brands that they believe are authentic and products that they believe will offer an "authentic experience."



Always or usually choose freshly prepared foods and beverages made with high quality ingredients



Extremely or very important to choose foods or beverages that are packaged responsibly



Natural is an extremely or very important quality for healthy beverages

Clean Packaging

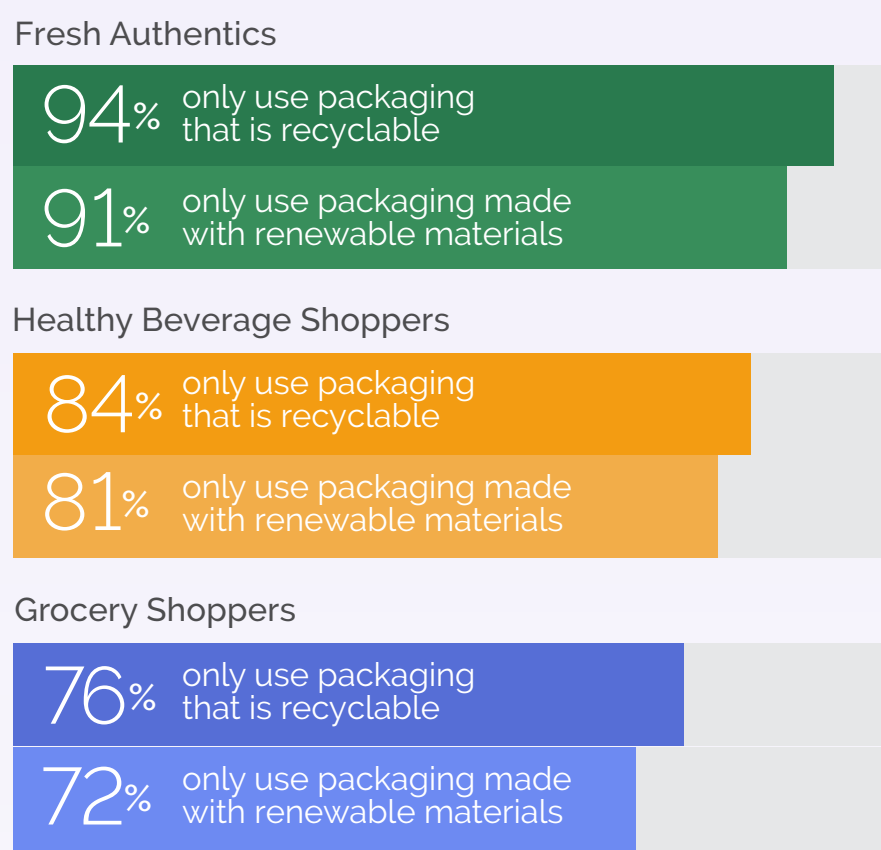
Clean packaging is a significant brand innovation opportunity for healthy, natural beverages. Shoppers believe that clean ingredient lists and clean packaging go hand-in-hand — from delivering taste and freshness without preservatives to protecting nutrients. They believe that paper cartons and glass containers are the least likely to change the taste and leave undesirable chemicals in beverages.



Earning Trust

Shoppers are increasingly concerned about the sustainability of ingredients and packaging, and businesses will earn shoppers' trust through transparency and commitments to desirable practices in 2018. Given that corporate commitments to sustainable packaging are purchase influencers, one way to communicate these behaviors is through recognized third-party certifications.

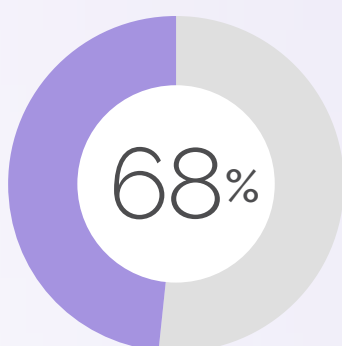
EXTREMELY OR VERY INFLUENTIAL CORPORATE COMMITMENTS ON PURCHASE CHOICES



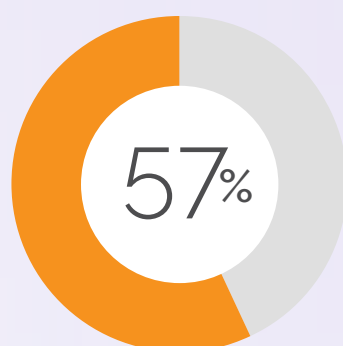
Authentic Store Brands

In 2018, shoppers are seeking retailers who stand behind their corporate commitments and can be trusted to help them sort through thousands of products as well as make healthy and eco-friendly choices easier. More consumers are shopping at stores based on socially responsible, healthy and environmentally friendly offerings, and whether or not the store carries through on stated commitments.

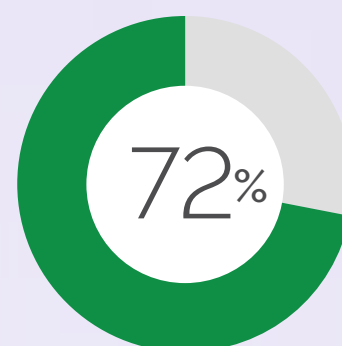
It is very important to shop at a grocery store that:



makes it easy for me to make healthy choices



makes it easy for me to make eco-friendly choices



I trust really does what they say they do

*Based on collected self-reported results of 4,006 U.S. grocery shoppers in 2017. This EcoFocus Trend Study — now in its eighth year — examines how consumer attitudes, actions, preferences and values are reshaping grocery purchasing decisions.