



Dairy Packaging in the US

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt brands using interactive packaging and seasonal designs to engage consumers

Innovations in PET bottles to boost sustainability and cost-efficiency

High-protein yoghurts targeting male consumers are changing positioning and packaging design trends

PROSPECTS AND OPPORTUNITIES

Consumers expected to increasingly look for climate-friendly labels as effects of climate change become more visible

PET bottles expected to gain share over the forecast period

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-packaging-in-the-us/report.