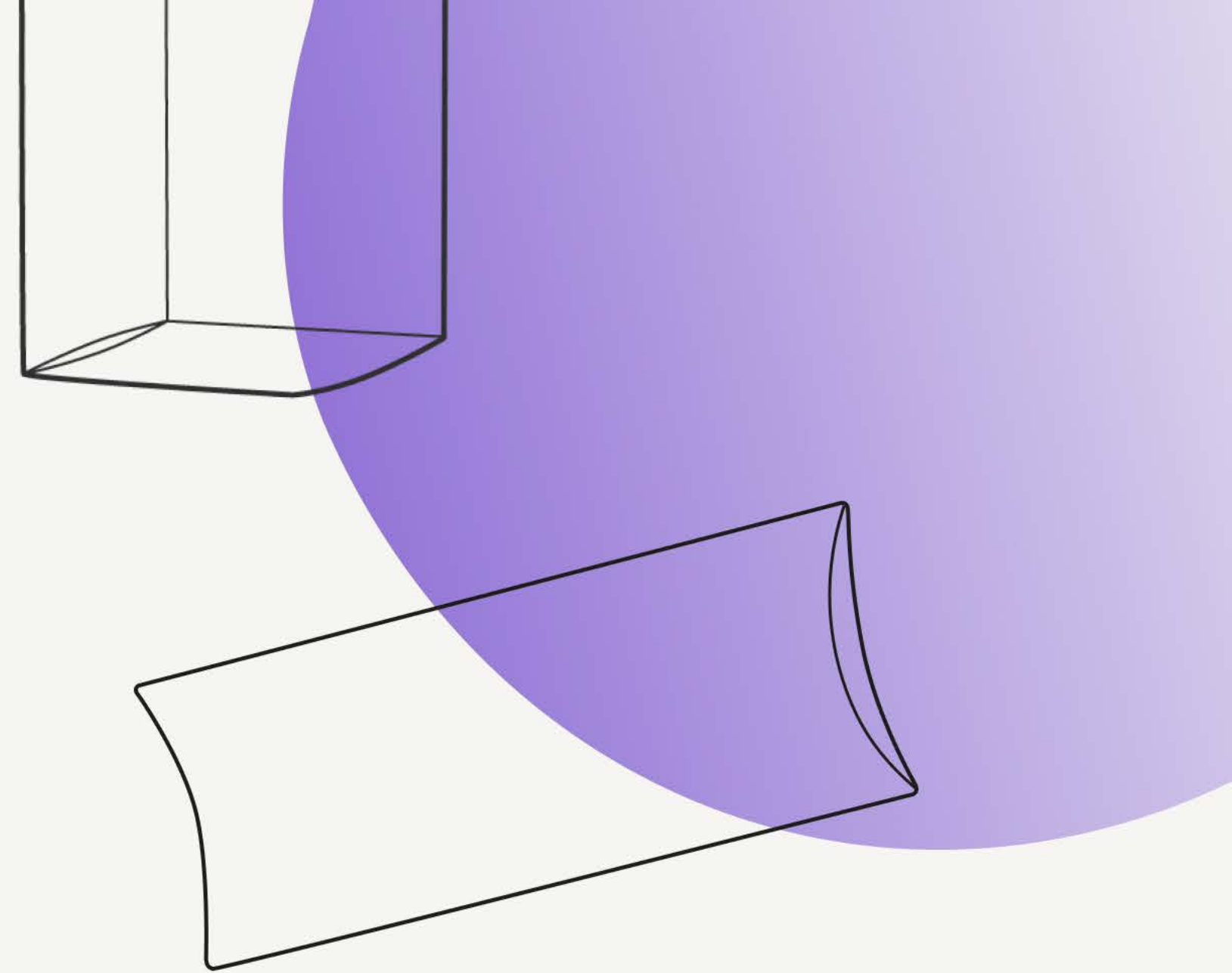
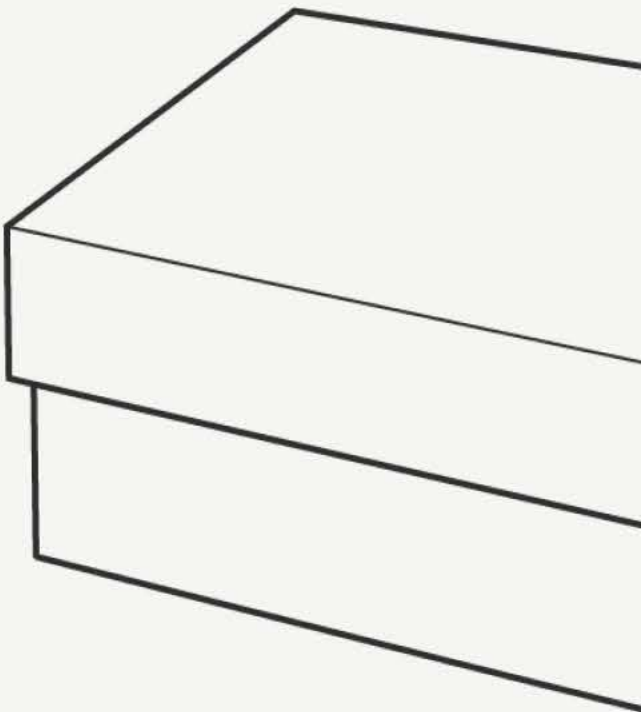
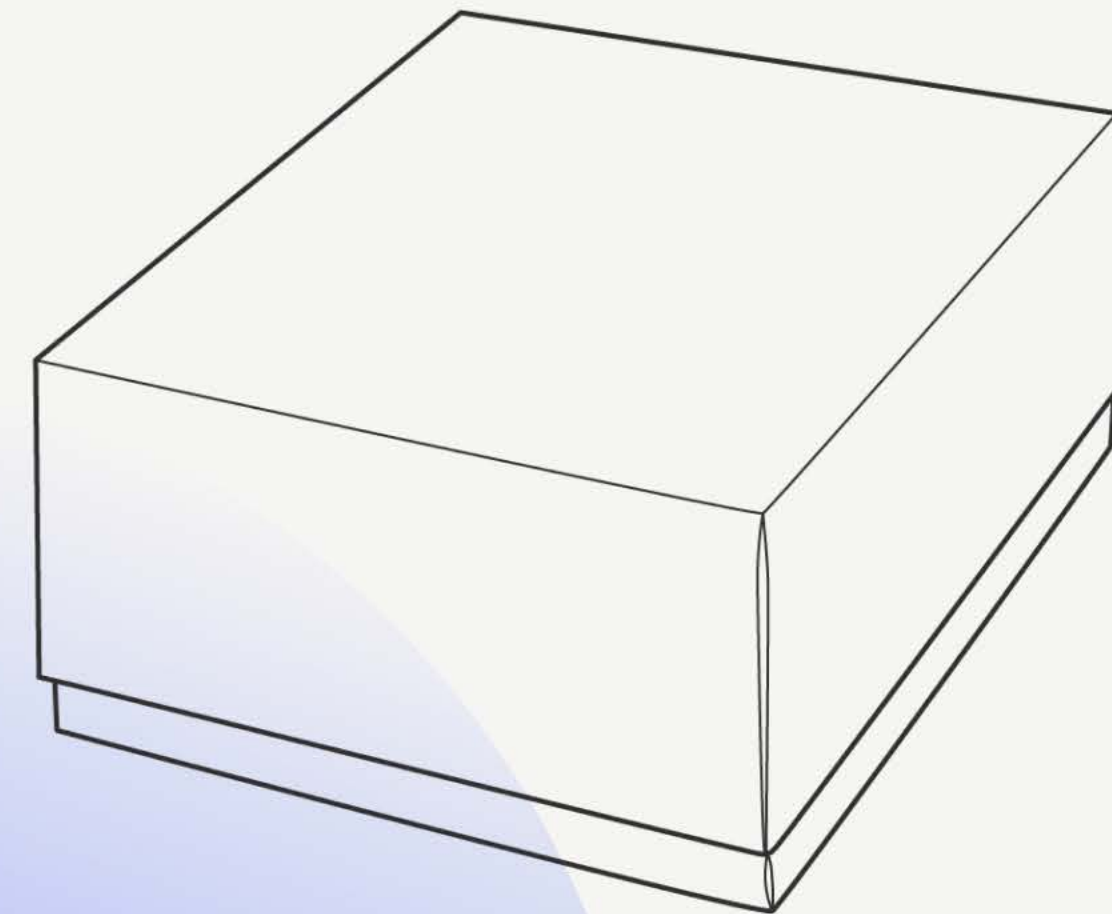




The Packaging Trendspotting Guide



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I. A Packaging Industry Retrospective by Packhelp

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- Three fully sustainable packaging designs
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- Packaging Champions – The Bestsellers of 2021
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II. Packaging Global Trends Predictions 2022

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III. Packhelp's Trends Predictions 2022

- Our findings in a nutshell
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[Take me to my promo code](#)

I.

PACKAGING

INDUSTRY

RETROSPECTIVE

BY PACKHELP



The essential e-commerce disruptive factors of 2021



By the end of the last quarter, 2021 had given the packaging industry a series of valuable lessons. From **shortages in raw materials**, **extended delivery times** and **price increases to lowering marketing budgets** and wishful thinking, the global events of 2021 were an avalanche of unpredictable situations for every vendor.

As a start-up that sold custom packaging to over **53,000** customers in 2021, we had to prepare and tackle these challenges head-on and in record time. **Here are the key lessons that we, at Packhelp, had to learn to operate smoothly.** → → →



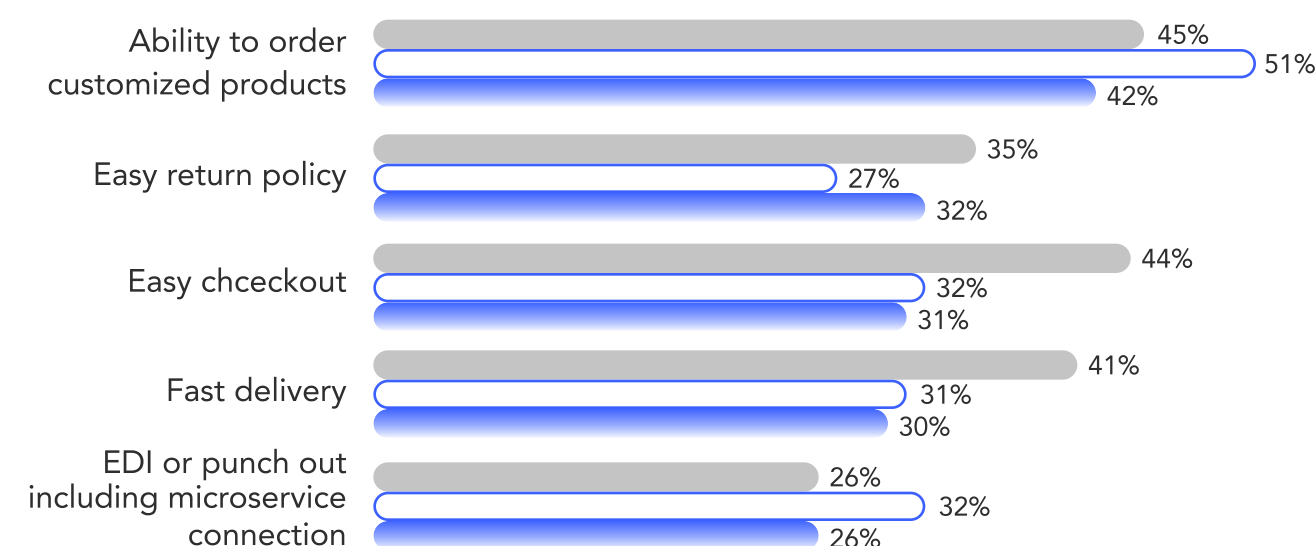
2021 was not going to be anything like 2020

2020 was a **unique time** in recent economic history where small to medium-size businesses thrived unprecedentedly, and with it, **the need for packaging spiked to new levels.**

2021 saw the aftermath of precisely that, with **panic buying depleting stocks rapidly.**

Where 2020 was about making the best out of a bad situation, 2021 demonstrated **that the packaging industry needs to rethink its commercial operations.**

According to a report published by [Statista](#) in 2021, **“the ability to order customised products”** was still leading as the most important factor for B2B buyers when shopping online.



“The packaging industry needed to follow the B2B trends to the dot on all markets with easy return policies and fast deliveries”

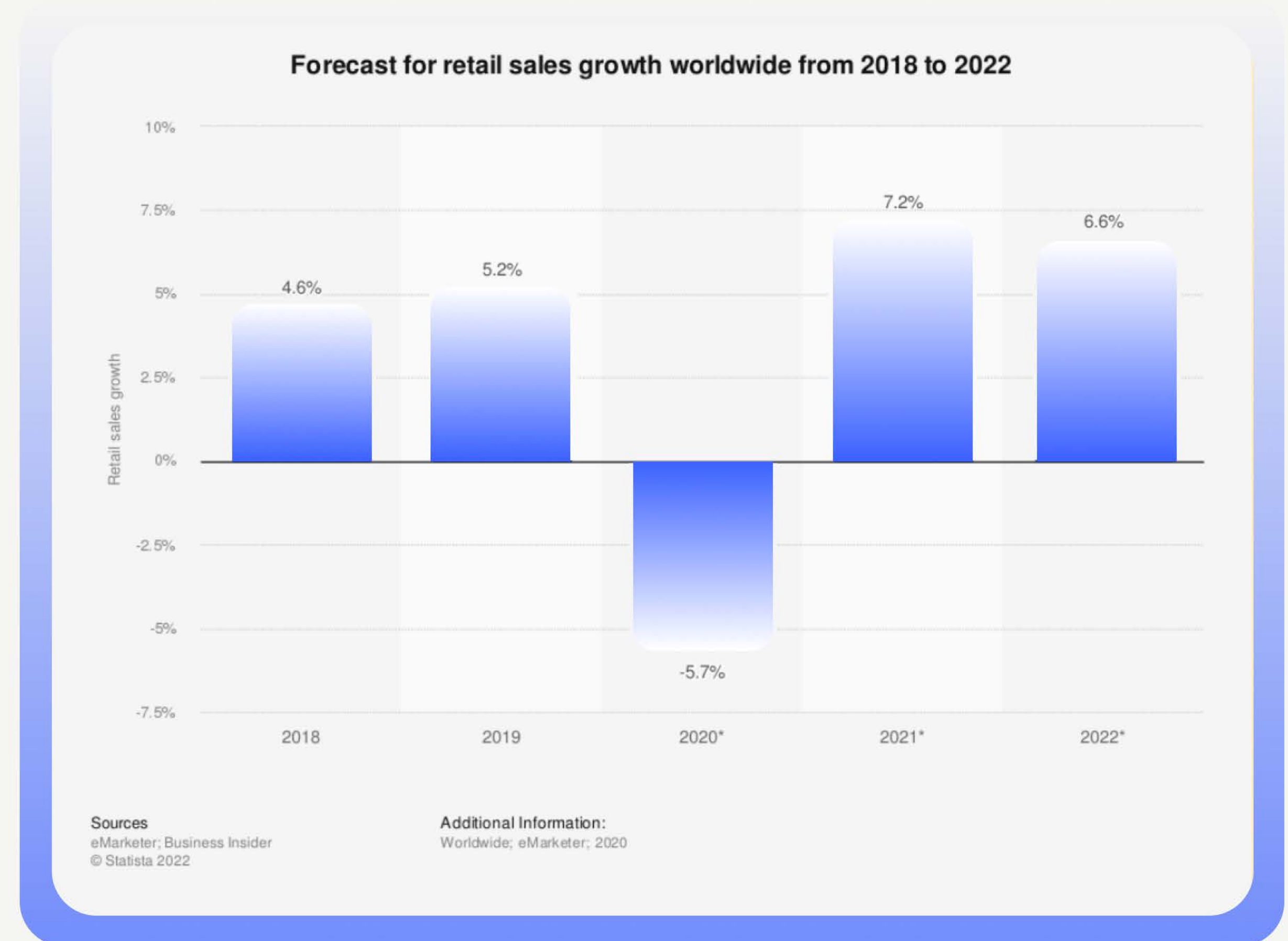


When retail strikes back

If 2020 taught vendors how to build a more resilient business, 2021 saw retail back on track with consumers going back to the shopping centres searching for that classic in-store experience.

From the historical drop of 2020 to bouncing back to 7.2% in 2021, retail continues to grow and alongside with it, the need for innovative **retail packaging** solutions.

Source: [Statista](#)





Reinventing packaging to fit today's world

One of the vital packaging trend changes that came with 2021 was a sustainable choice suitable for e-commerce, **the fitted packaging**. This item is designed to fit the product perfectly, with no wasted fabric and unnecessary wiggle room that can damage the product in transit.

The second significant change was the introduction of **additional packaging**, a solution that addresses both retail and e-commerce needs. The concept is based on the following value proposition



"2021 saw retail and e-commerce at the forefront of packaging design trends, from manufacturing primary and secondary packaging to meeting the various industry needs."



Primary & secondary packaging

The **primary packaging** is the “muscle”, a sturdy shell designed to protect the goods inside. Its main purpose is **functionality** and it rarely goes past its practical value. The sole use of primary packaging helped many businesses to cut costs in 2021.

The **secondary packaging** is responsible for **advertising** and is most needed for brand awareness. This packaging creates a connection with the consumer, using various techniques such as storytelling. Secondary packaging is the foundation of the perfect **unboxing** experience and a steady source of **user-generated content**.





What about seasonal trading?

2020 didn't know **seasonality trading** in its traditional way, whereas 2021 saw things get back somewhat to normal due to the ease in restrictions worldwide.

However, a substantial number of our old and new customers still preferred to start stocking up right at the beginning of the first quarter, spiking our sales substantially for the first quarter of 2021.

This buying trend has had an overall negative impact on product availability and contributed to the supply chain crisis.





The global supply-chain crisis was inevitable and approaching rapidly

At the beginning of 2021, panic buying at its finest made packaging stocks diminish in a record time, with prices skyrocketing globally. Businesses stocked up to ensure the continuity of trade for the uncertain future.

"Unfortunately, the selling power of 2020 was just beginning to sound like a distant echo in 2021."

The pandemic has closed a record number of physical and online stores. According to CoStar Group, as of January 2021, **a record 12,200 businesses had gone bankrupt.**

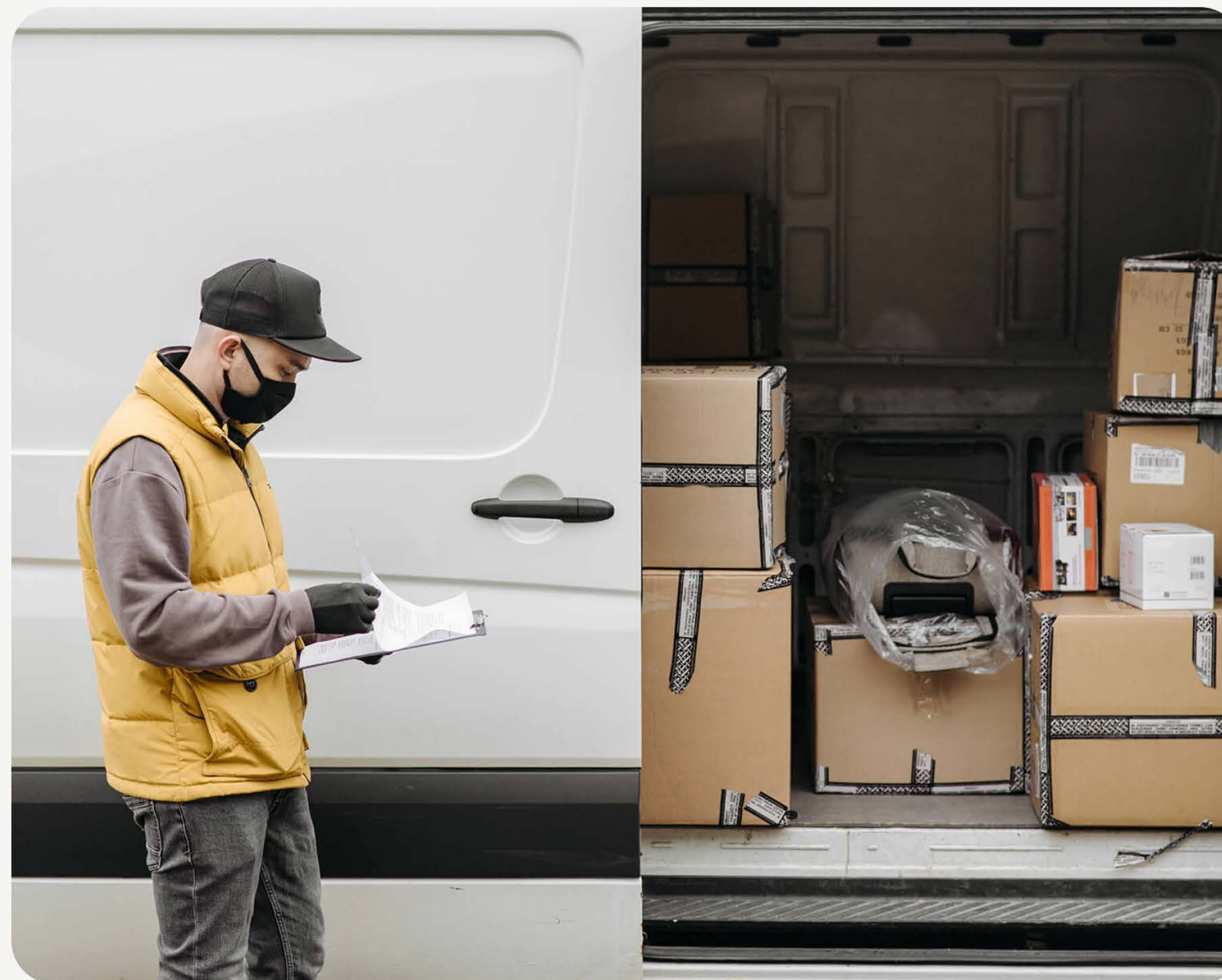
With the easing of restrictions due to the vaccine, **the demand for goods has increased significantly.** Consumers have returned to shops, and businesses that received heavy blows during the pandemic have slowly recovered, only to crumble a few months later with **nothing to sell.**



A global crisis in the making

Both business owners and consumers have felt a significant reduction in industrial and commercial activities since the pandemic. The reasons are varied, from the lack of labour power and raw materials to new regulations of international circulation.

Energy crises in China and Europe have affected the mass production of goods worldwide. **The outbreaks of Coronavirus** infections determined the blocking of goods inside the United States, and the **lorry driver shortages** after **Brexit** almost stole Christmas.





Two options: preparation or damage control

Following these events closely and analysing consumer behaviour, we predicted the **increase in the supply of paper and cardboard demand** as a direct result of the e-commerce boom after experiencing a full-on pandemic. As a result, **we could keep on supplying our customers with no significant price increases.**

To facilitate the supply of packaging to our customers and ensure the delivery will be made in time for Holidays, we provided a **guideline** and a **delivery calculator** to support every business that decides to buy from us. In addition, we have supplemented the number of account managers and customer service representatives.

Choose product category

All Products

Choose deadline

Christmas (Dec 25)

* you will get your order before the selected deadline

Customisable products

Customisable packaging requiring on-demand production

Product	Product information	Production Standard ⓘ Place order by	Production Express ⓘ Place order by	Production Super Express ⓘ Place order by
Eco / Eco White Mailer Box	Min. 30 pieces Available in 14 sizes			
Eco Colour Mailer Box	Min. 30 pieces Available in 14 sizes			
Full Colour Mailer Box	Min. 30 pieces Available in 14 sizes			
Sleeved Mailer Box	Min. 30 pieces Available in 12 sizes			
White-On-Kraft Mailer Box	Min. 30 pieces Available in 14 sizes			
Plain Mailer Box	Min. 30 pieces Available in 14 sizes			
Classic Product Box	Min. 30 pieces Available in 3 sizes			





From small Etsy sellers ordering **30 boxes** to established businesses that called over **25,000 pieces of custom packaging**, we provided all the necessary resources to have a smooth operation during the supply chain disruptions in 2021.

If you would like
to read more about
the global supply
chain disruptions,
[click here.](#)



The cardboard shortage skyrocketed packaging prices everywhere

According to the Producer Price Index and the US Bureau of Labour Statistics, the cardboard price peaked in February 2021. (See the chart [here](#))

As concerns about rising demand grew, giants like Amazon stockpiled cardboard starting January 2021, leaving smaller businesses empty-handed. These actions created a **monopoly** and deeply affected companies that purchase their raw materials and packaging from China and US.

In May 2021, The Bureau of Labour Statistics stated in its Producer Price Index for Corrugated and Solid Fibre Box Manufacturing that the index measuring cardboard costs increased from 342.1 to 369.4. This spike was stage 2 in the global supply chain crisis.

The last two quarters of the year were extremely challenging, and late buyers worldwide had to pay a very steep price for cardboard.



MADE
IN EUROPE

Packhelp's customers did not pay this price. Our local approach on sourcing ensured steady rates & availability.

Once again, by following the events closely and by adopting the sustainable practice of sourcing locally, we have created all the necessary resources for **on-time delivery** and **no additional fees** or **high quotations**.



The global market demanded sustainable packaging solutions

"2021 was when sustainable packaging became a necessity and not an option anymore."

By learning and trying out sustainable best practices, businesses everywhere have displayed sudden and unpredictable changes in operational behaviour. These activities often came across as confusing for the market, which put selling and communication in a very tight spot.

Businesses had to adapt and change their operations to keep up with the consumer values and demands, and a waste-free approach was requested. Prior planning, transparent communication, packaging size adjustments and flexibility were the key phrases to stay ahead with the shortages of raw materials in 2021.



Eco-friendly hashtags and brand shaming

With the continuous propagation of the unboxing phenomenon, packaging was a significant point of interest for both vendors and customers. Social media started buzzing with hashtags like #sustainablepackaging, #limitwaste, #badpackaging, etc. Public “brand shaming” over the choice in packaging had propagated from online to offline and began swaying customers to reconsider their buying choices.

These online events had an overall positive impact and developed active communities around waste management. And with it, the market pressure has initiated the beginning of a new chapter for sustainable packaging.





A more transparent communication



Zuzanna Mazurek

Head of Sustainability

"Packhelp, with its unique position as a packaging marketplace, plays an important role in setting trends for sustainable packaging and shaping the future. It's both an opportunity and a huge responsibility. In 2021, I created an eco chapter – a special internal project with a mission to audit all sustainability-related information we provide about our products. This project brought more than expected, creating a wave of change. Starting in 2022, I am taking over the role of Head of Sustainability. My area has become the top priority for the company. We are working now on several projects with a simple mission: to help our customers make sustainable choices."



The COP26 Climate Summit has paved the way for new legislation on climate change

What do climate change and phasing out coal have to do with packaging? One of the events that changed the packaging game in 2021 was the COP26 climate action conference.

Some debate that the plan didn't succeed, but we already have a good start if we look at the small wins.

- New carbon footprint legislation is now being adopted in steps all over Europe, and with it, the complete ban of plastic bags in developing countries.
- More corporations are taking climate matters into their own hands, investing in technological development.
- Companies have started pledging sustainable measures to their business, from logistics to adapting a more local approach to sourcing materials.

The goal is to limit waste and use sustainable packaging materials to withstand all outside factors that can alter the product during transport. However, the packaging is much more than a protective layer for goods and contrary to popular belief, simple cardboard packaging is not enough to do the job.



Three fully sustainable packaging products



Sustainability doesn't begin and end at materials, but it's much more. From sourcing to considering a product's lifecycle, global marketing is now entering a new era of development. Packhelp is proudly stepping into the future with investments in sustainable packaging solutions.

If you're considering switching to eco-packaging, below are **three fully sustainable packaging product designs** to get you started → → →



Mailer boxes

- Made with corrugated cardboard, produced from **min. 60% recycled content**.
- The material is **FSC® certified**: the paper pulp has been sourced from responsibly managed forests and mills.
- Flexographic print with **water-based ink**.

Common Eco-Properties:





Bio mailing bags

- Made from natural materials such as foil made from **starch-based resin**.
- Glued with **special adhesive strips** that break down into compost.
- Flexographic print with **water-based ink**.

Common Eco-Properties:



BIODEGRADABLE
MATERIAL



INDUSTRIALLY
COMPOSTABLE



PLASTIC FREE



REUSABLE



MADE
IN EUROPE



RECYCLABLE





Packaging accessories

- Made from **certified materials** by FSC®, OEKO-TEX® and RCS.
- Glued with **special adhesive** that breaks down into compost.
- Print with **phthalate-free paints** and **water-based ink**.

Common Eco-Properties:



RECYCLED
CONTENT



INDUSTRIALLY
COMPOSTABLE



PLASTIC FREE



FSC® CERTIFIED
MATERIAL



MADE
IN EUROPE



RECYCLABLE





FUN FACT

Did you know that 66% of customers worldwide choose a brand committed to the planet? Learn how to choose biodegradable packaging and discover your solution today.

Go Green!
[Click here](#)



The TOP packaging trends of 2021

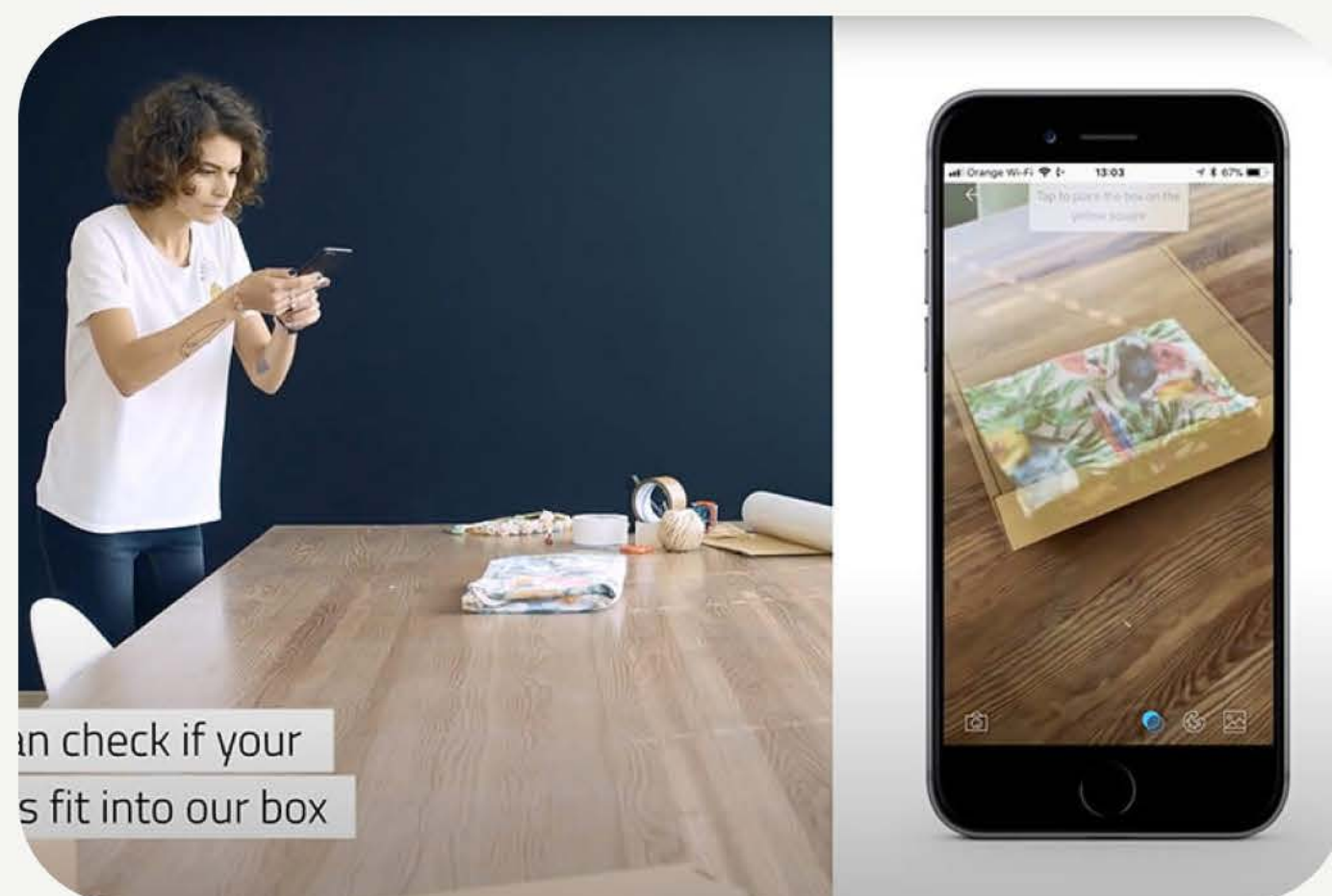


The essential role that 2020 has played in the evolution of retail and e-commerce echoed throughout the year 2021, and with it, the need for innovative packaging designs. It was no surprise that the packaging trends of 2021 were all about technological development & user response. The mainstream introduction of AR (augmented reality) and QR (quick response) codes took the industry to the next level.



Augmented Reality

2021 was about tech-integrated packaging, and AR was just the beginning. Seeing packaging in actual size helped buyers pick the best option without being there physically. It enabled shoppers to purchase suitable packaging and helped go a step further into revolutionising the industry.



QR Codes

This one was bound to happen, and we are glad it did! It's a fantastic feature that saves a lot in printing ink and allows the customer to access relevant information about the product. QR codes are natural shortcuts that are readable in all sizes.



Visible Strong Logos

Strong branding via packaging was never more prevalent than in 2021. Bold fonts and stylish graphic elements paved the way for newcomers to make a stand. This trend has shifted in 2022 to a more subtle branding with gradient and fading-out logos where packaging focuses more on features.





Storytelling

Marketing has long become more than just buying and selling, and both creators and consumers everywhere appreciate the power of storytelling now more than ever.

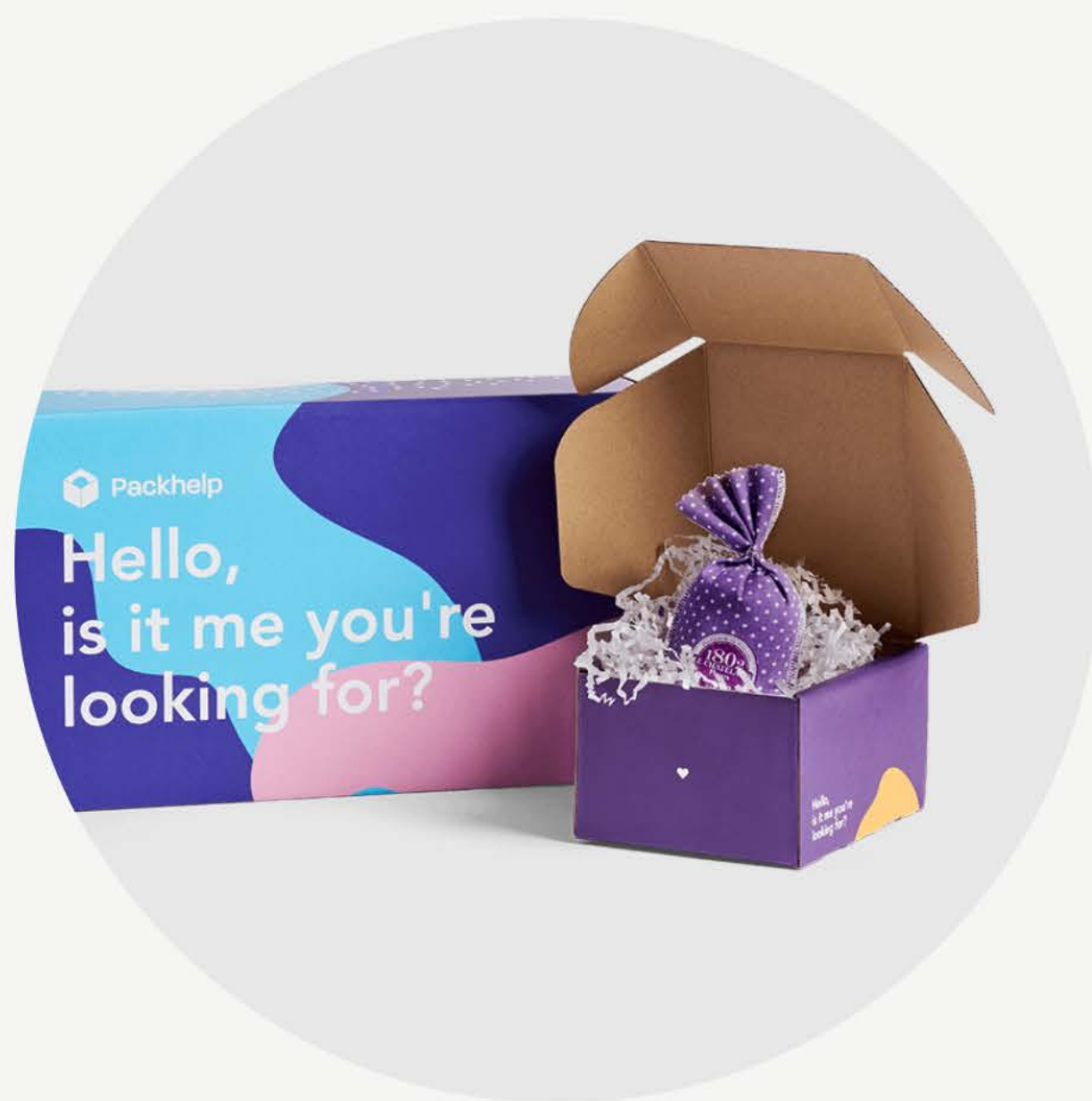
This technique uses customisation and creates a strong link between customers and businesses. Packaging acts like an enabler and is a suitable environment for this relationship to grow, creating thus loyalty.

From establishing brand awareness to connecting with the market, custom packaging in all shapes and sizes is the trend that never goes away.





Packaging Champions: The Bestsellers of 2021



Let's look back at the most sold products in the key industries that shaped e-commerce and retail in 2021.

In terms of ready-made graphic design templates, 2021 was about teaming up with the best. The new template sets we released had a more local approach and were based on current needs, quality and inclusion.

We've added new & affordable templates ready to be customised with the help of our Packhelp 3D Online Editor.

We collaborated with local designers like [Sebastian Pren](#), [Christine Rösch](#), [Britt Rademaker](#), and had several seasonal releases, such as the [Christmas unique template packs](#).



Discover our most sold packaging products in 2021



Full Colour
Mailer Box



Classic
Product Box



Two Piece
Product Box



Corrugated
Product Box



Corrugated
Envelopes



Double-Sided
Mailer



E-commerce
Delivery Box



Custom
Rigid Box



Eco White
Mailer Box



Eco Colour
Mailer Box



FUN FACT

Our best seller product of all time is the Eco Colour Mailer Box. This item is part of the mailer box collection and combines colourful prints with eco-friendly materials.

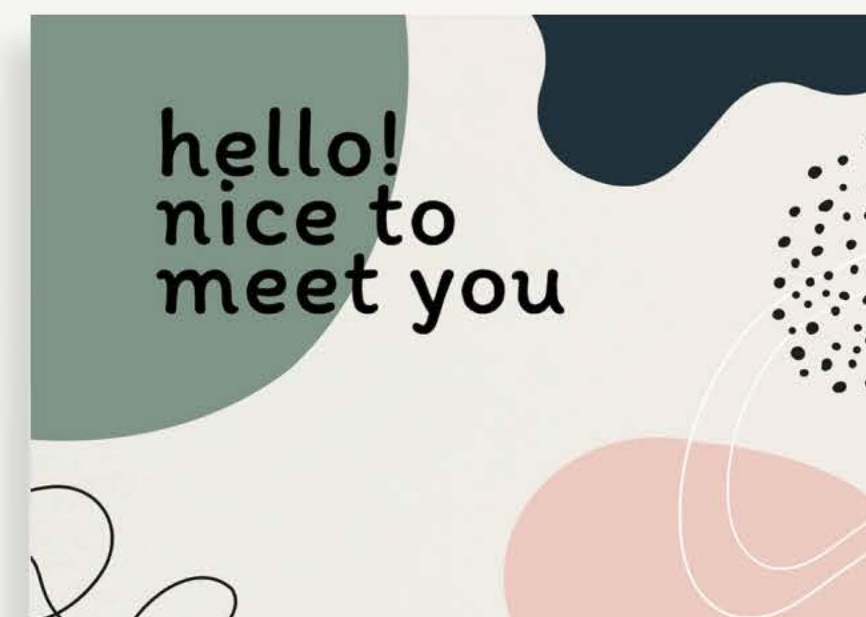
Each design is printed directly on a whitened surface. The technique makes the prints look subtle, with a visible natural cardboard texture.

Design
yours here



Check out our most sold templates in 2021

Browse
the templates
[here](#)





Retrospective in a nutshell

The disruptive factors of 2021 had significantly impacted the buying power of consumers and saw a lot of businesses struggling to stay afloat, which directly moved the need for packaging.

The global supply-chain crisis was inevitable. At the beginning of 2021, panic buying at its finest made packaging stocks diminish in record time, with prices skyrocketing globally.

2021 was when sustainable packaging became necessary and not an option anymore. The COP26 Climate Summit has paved the way for new legislation on climate change and the future of packaging.

2021 saw retail and e-commerce at the forefront of packaging design trends, from manufacturing fitted, primary and secondary packaging to meet the various industry needs.

The cardboard shortage skyrocketed packaging prices everywhere and was the final blow for many small to medium-sized companies that had to pay extra fees to meet the demands.

And with it, a new chapter for sustainable packaging has begun...

II.

PACKAGING

GLOBAL TRENDS

PREDICTIONS

2022



Trending Packaging Products



To successfully predict the types of packaging that will be **the bestsellers of 2022**, we first need to look at the overall trending products in the targeted market. Remember that data differs depending on the area you're trading. For example, this [Shopify guide](#) breaks down all the relevant high-demand items to sell in 2022 according to the data available for the US, UK, Brazil, Netherlands, Sweden and France.



Print books and e-books

#Entertainment

US 🇺🇸

Packaging proposals:

- [Book packaging](#)
- [E-commerce packaging](#)



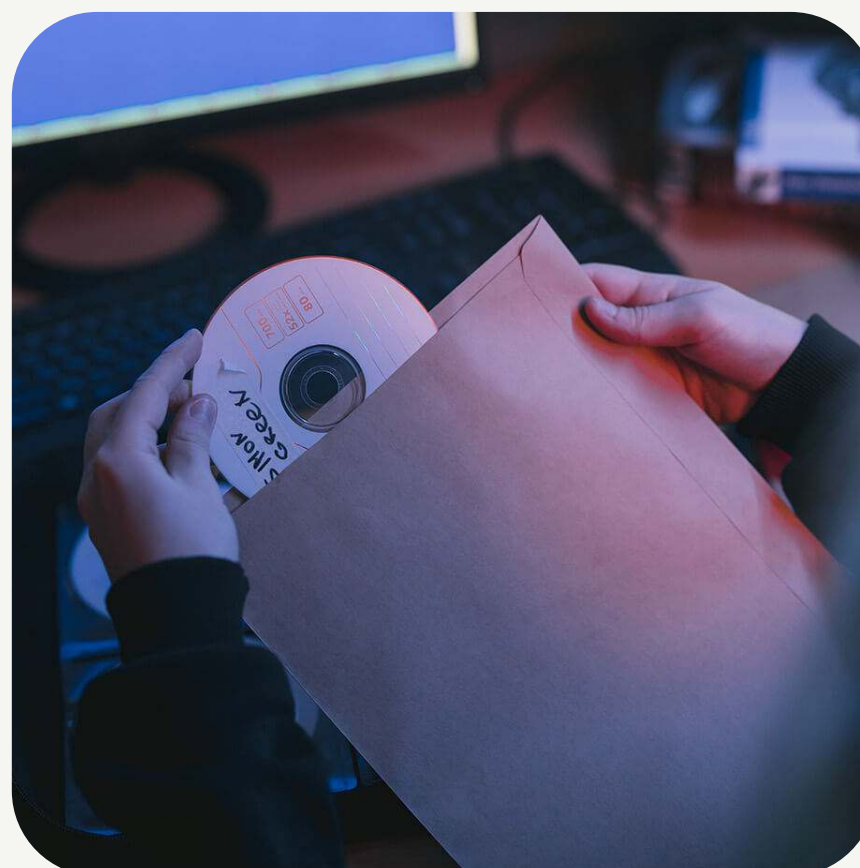
Vinyl LPs and CDs

#Entertainment

US 🇺🇸 & UK 🇬🇧

Packaging proposals:

- [Book packaging](#)
- [E-commerce packaging](#)





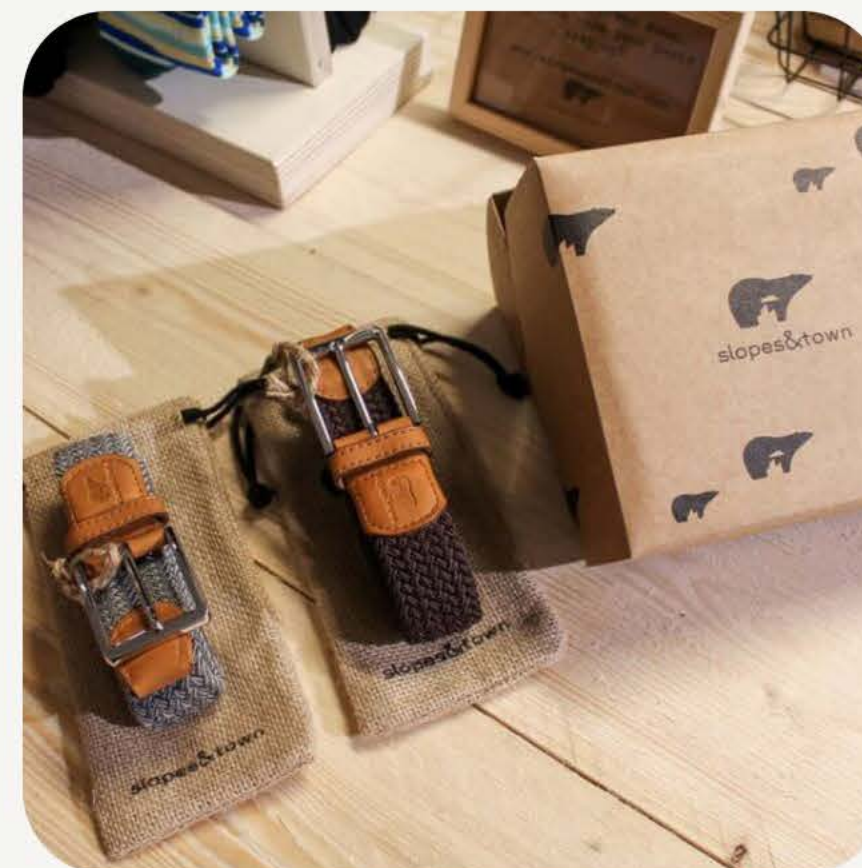
Belt buckles

#Apparel

US 🇺🇸

Packaging proposals:

- Boxes for clothes
- E-commerce packaging



False eyelashes accessories

#Cosmetics

UK 🇬🇧

Packaging proposals:

- Cosmetic packaging
- E-commerce packaging



Products in the photo:
Xlash Cosmetics



Household cleaning supplies

#Homeware

Brazil 🇧🇷

Packaging proposals:

- [Homeware packaging](#)
- [Retail packaging](#)
- [Protective packaging](#)
- [E-commerce packaging](#)



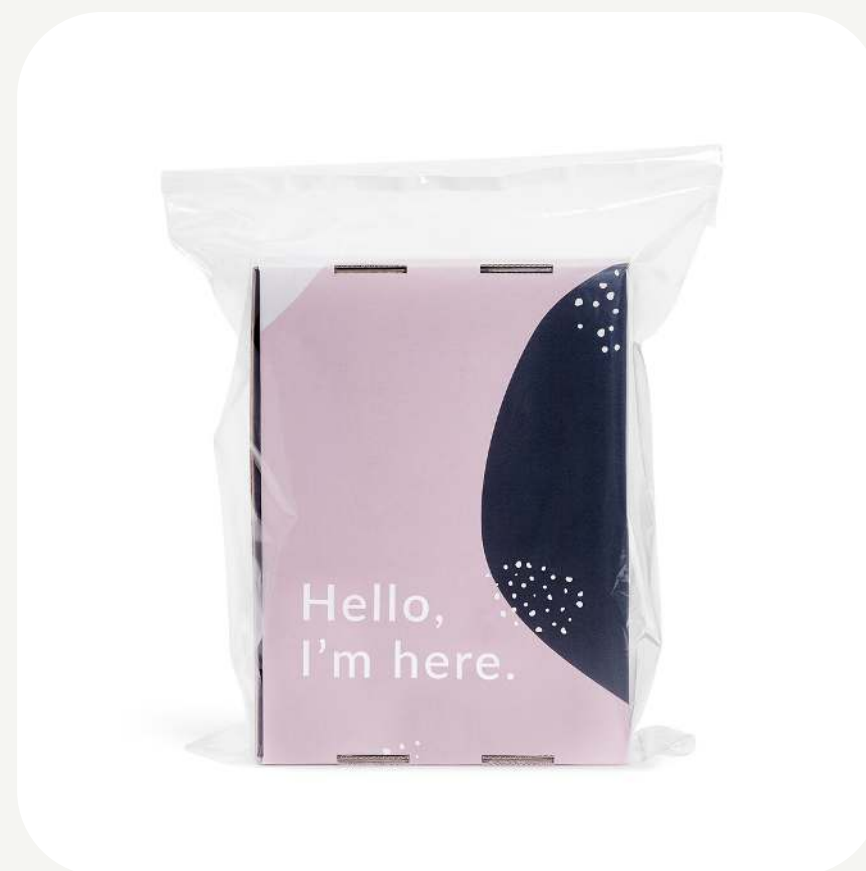
Circuit board and components

#Tech accessories

Netherlands 🇳🇱

Packaging proposals:

- [Boxes for electronics](#)
- [Retail packaging](#)
- [E-commerce packaging](#)





Play vehicle accessories

#Homeware

Sweden 🇸🇪

Packaging proposals:

- [Toys packaging](#)
- [Presentation boxes](#)
- [Retail packaging](#)
- [E-commerce packaging](#)



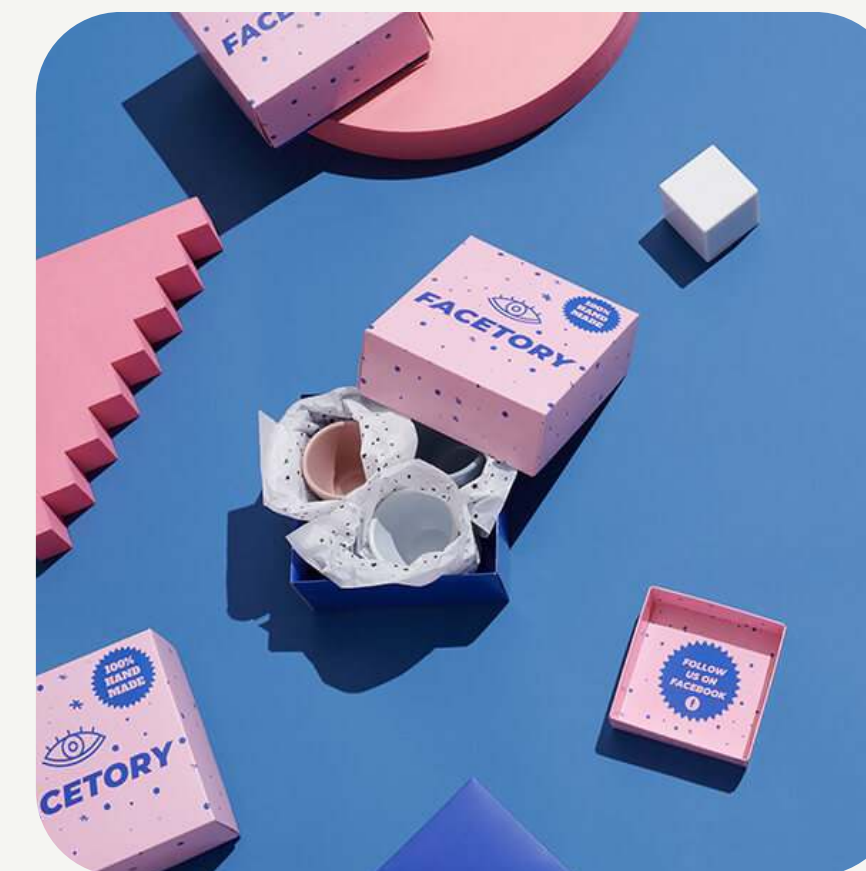
Dinnerware

#Homeware

Netherlands 🇳🇱

Packaging proposals:

- [Homeware packaging](#)
- [Presentation boxes](#)
- [Retail packaging](#)
- [E-commerce packaging](#)





Pet carriers and crate accessories

#Pets

Sweden 🇸🇪

Packaging proposals:

- Presentation boxes
- Retail packaging
- E-commerce packaging



Measuring cups and spoons

#Homeware

Sweden 🇸🇪

Packaging proposals:

- Kitchenware packaging
- Presentation boxes
- Retail packaging
- E-commerce packaging





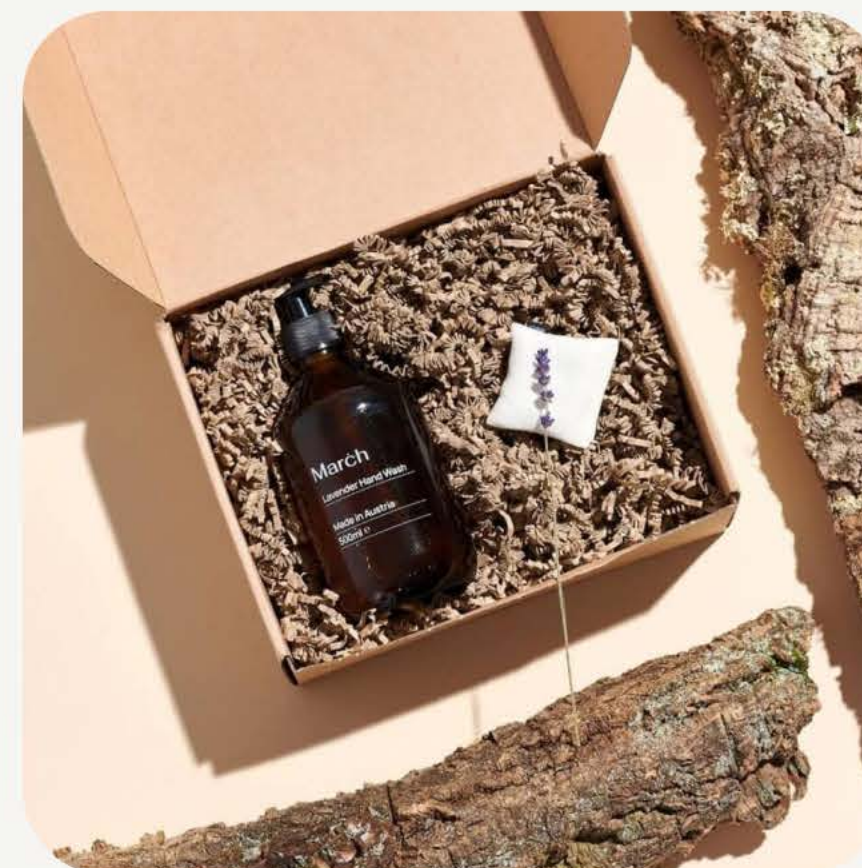
Shampoo

#Cosmetics

Sweden 🇸🇪

Packaging proposals:

- Cosmetic packaging



Computers

#Tech

Netherlands 🇳🇱

Packaging proposals:

- Boxes for electronics





Cables

#Tech accessories

Netherlands 

Packaging proposals:

- [Boxes for electronics](#)
- [E-commerce packaging](#)
- [Retail packaging](#)



Mouse Pads

#Tech accessories

France 

Packaging proposals:

- [Boxes for electronics](#)
- [Presentation boxes](#)
- [Retail packaging](#)
- [E-commerce packaging](#)





Packvertising is here to stay!



The **unboxing trend** is going strong, and with it, the opportunity to create **packvertising online** campaigns. With giants such as Dior, Sephora and Tiffany & Co, relying on their storytelling via packaging, more and more brands worldwide have begun communicating directly with their customer base using social media features.

Aesthetic feeds, influencer marketing and celebrities unboxing fabulous product boxes used to do the trick. But, when paid advertising generates thousands of ads per second, consumers become desensitised to advertising.

How do you stay relevant in 2022 and what's packaging got to do with it?



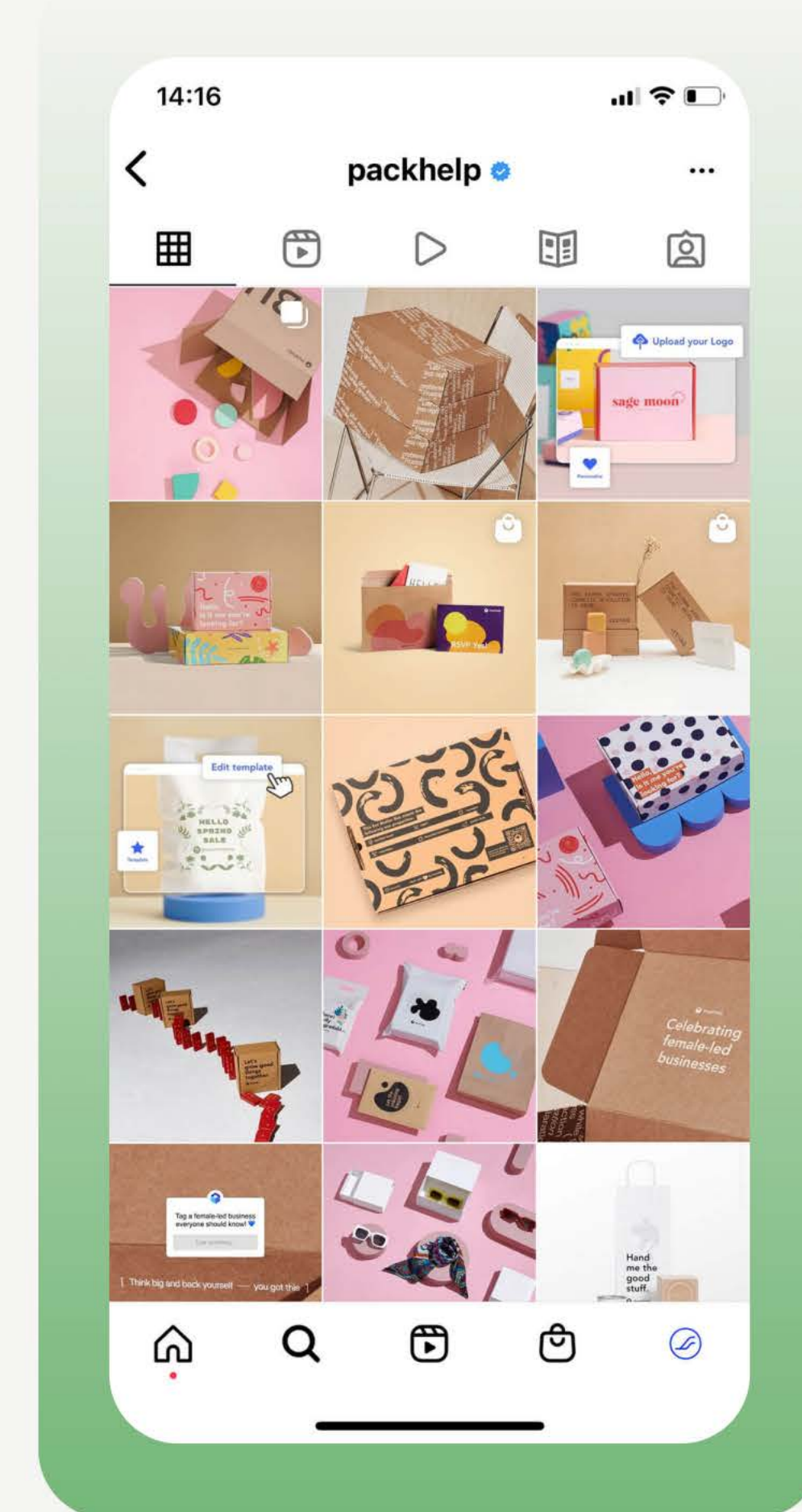
A reliable ally for businesses

Over five years of actively operating in the social media packvertising game has taught us to tread carefully. At the same time, it also showed us great potential!

If done right, packvertising has the potential to turn the tide and become a reliable ally for B2B clients.

Brands are now developing their packaging game every season, giving packvertising the status of a real trend. From simple quirky copy wishing you a nice day from inside a box, to extravagant silk ribbons and glossy foils, packaging is helping businesses to become top of mind.

With the amount of user content that a pretty box can generate, this is now easier and more accessible than ever.





The ins and outs of Packvertising as seen from a social media manager perspective



Piotr Podgajny

Head of Social Media

"If your product's not that sexy, but you still want those Instagram likes... a good-looking packaging can save your day!"

Have you noticed all these unboxing and "packing my orders" movies flooding YouTube, Instagram and TikTok? Yup. Something about the packaging and the product inside just stirs excitement!

Now, imagine that your packaging can be your next advertising channel. The carrier of emotions. Your **brand storyteller**.

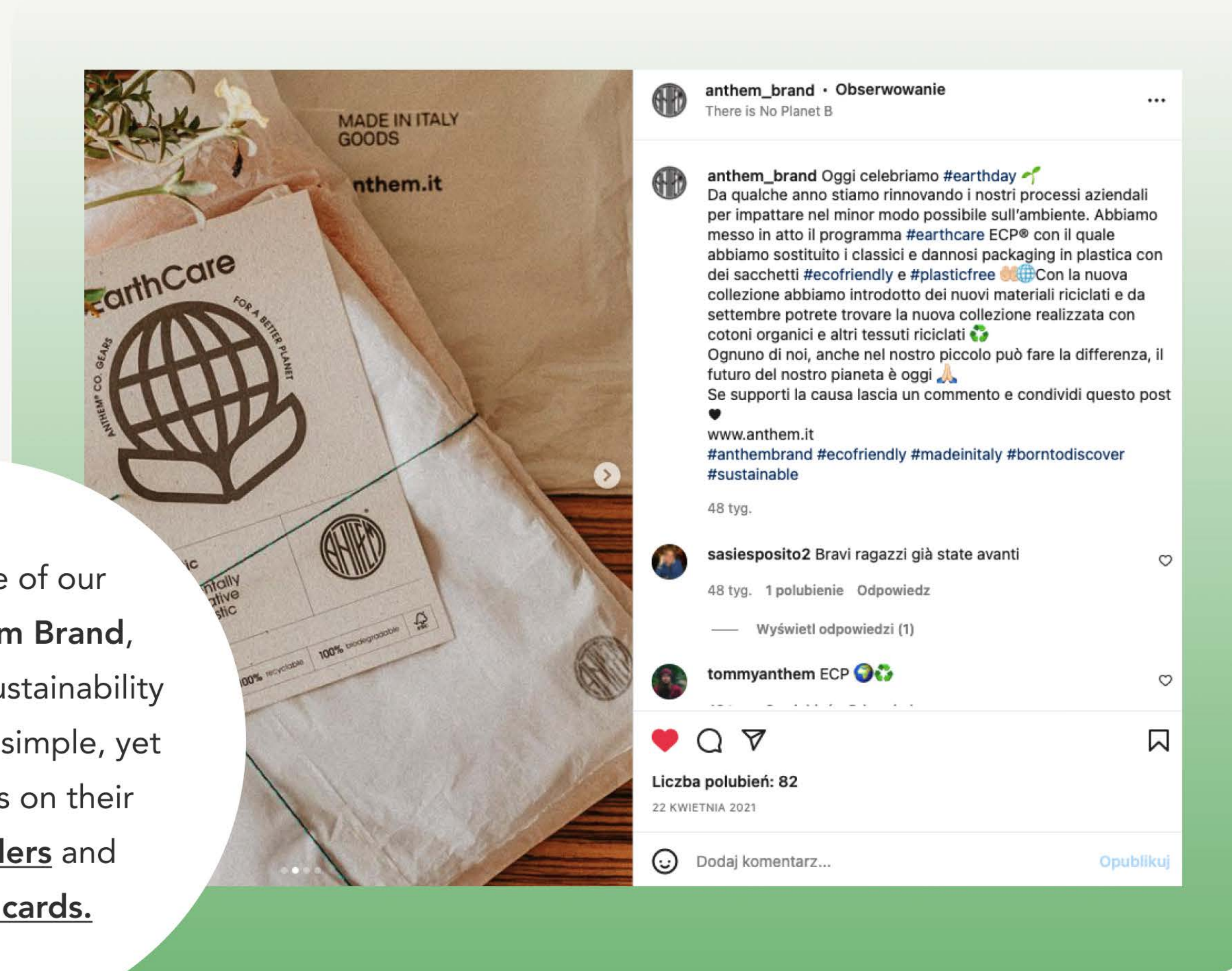


What your brand stands for

The pressure on companies to take a stand has never been higher. Russia's invasion of Ukraine – and consumers' expectations towards brands as a result – is maybe one of the strongest proofs.

But what about your day-to-day operations? At Packhelp, we see more and more businesses using their packaging as their brand "voice". Need a way to show that you care for the environment? Want to make it clear that you're all about equality? It turns out your packaging can help you communicate just that.

See how one of our clients, **Anthem Brand**, makes a bold sustainability statement with simple, yet powerful, texts on their **bio poly mailers** and **thank you cards**.



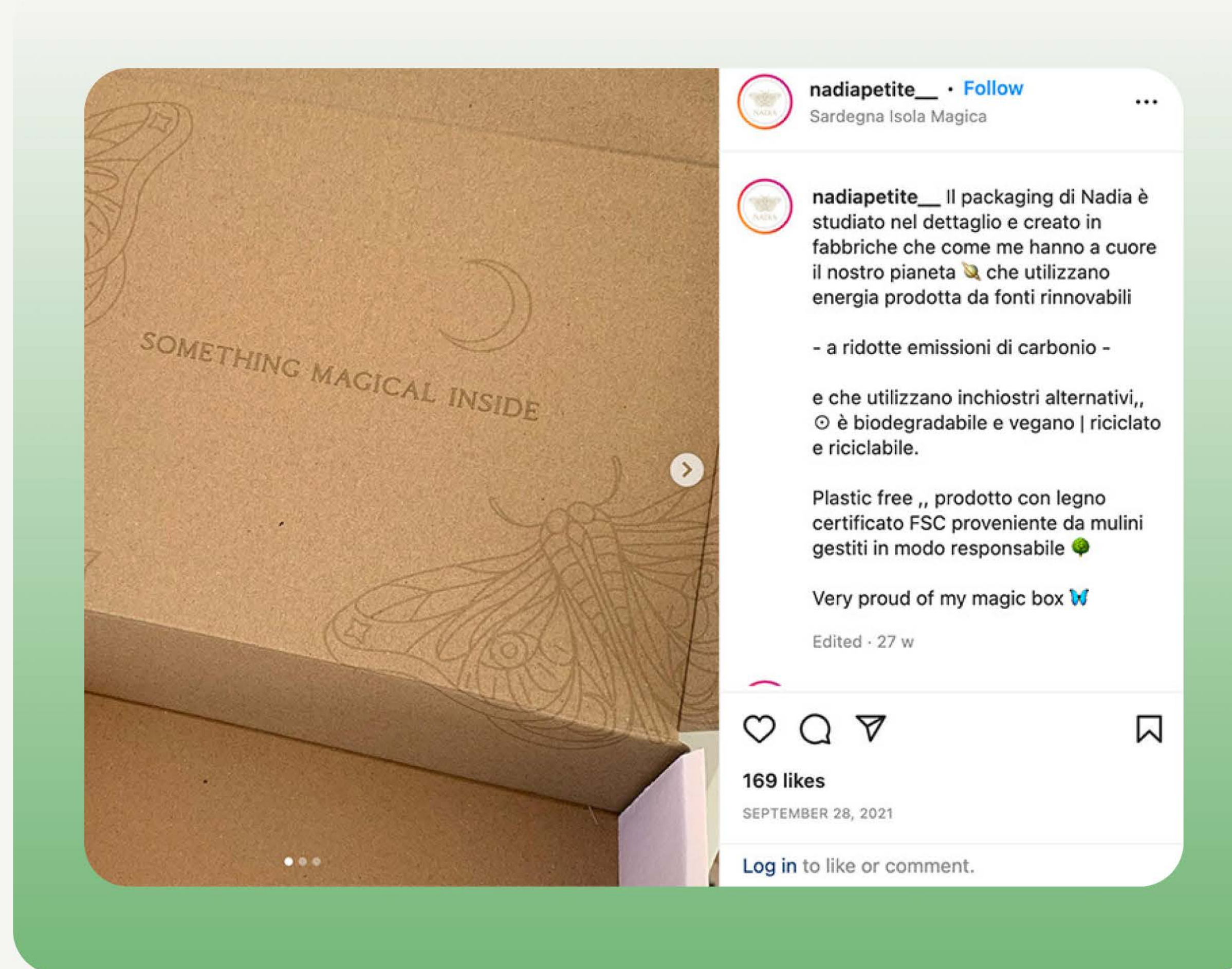


From emotionless to emotional

Emotions play a crucial role in marketing and creating strong brands – you already know that. But how do you stir excitement around your brand?

While not every business can become the next Klarna, a few simple tricks might do the job.

Have a look at this packaging set by **Nadia**. A surprising and mysterious text inside the box. A beautiful card inside. The product is wrapped in tissue paper, waiting to be discovered. Doesn't it transform the tedious act of opening a packet into an exciting experience?



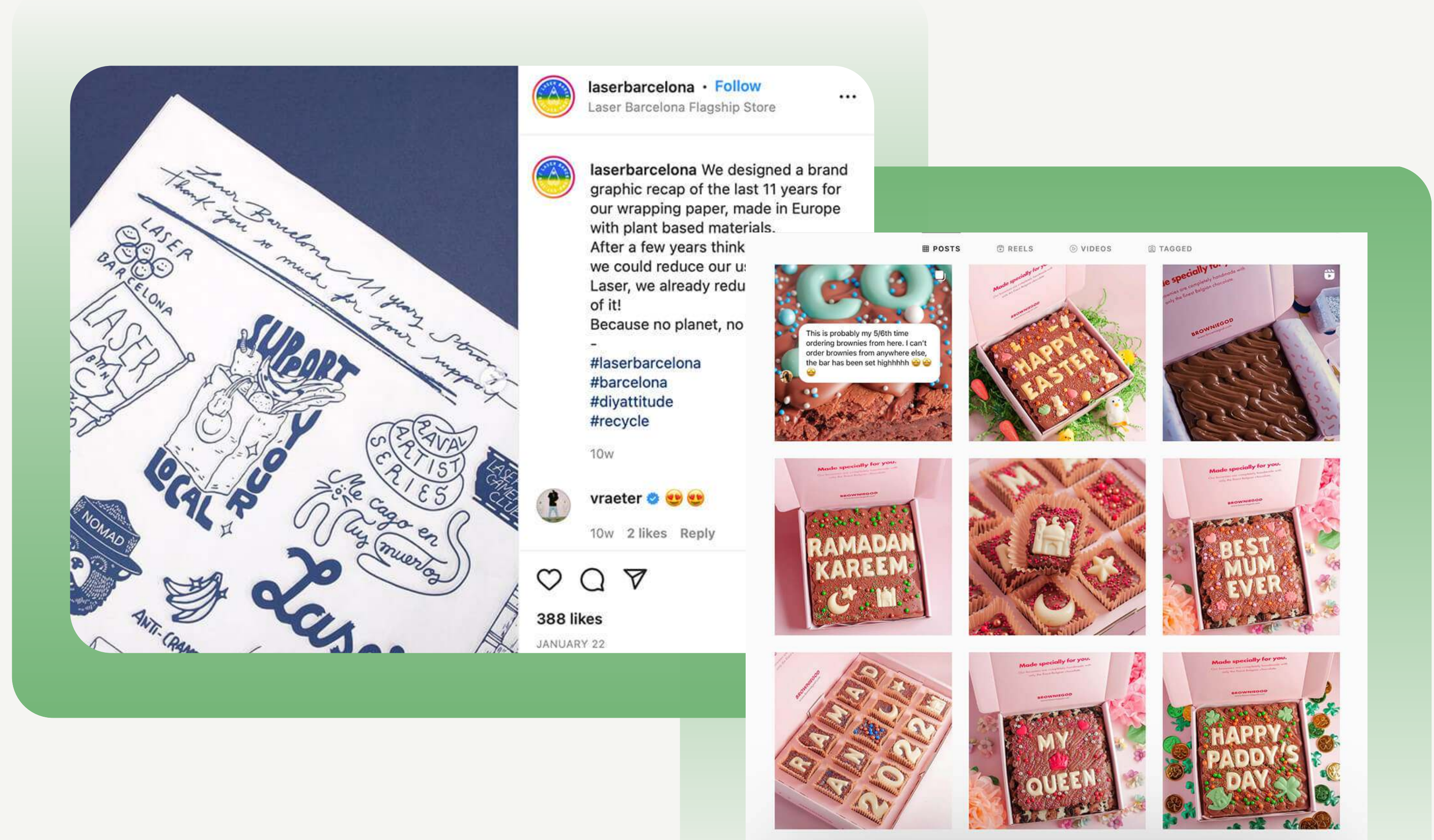


Consistent brand experience

Laser Barcelona is all about design, street culture and caring for the environment. And both their products and packaging say precisely that!

To celebrate 11 years on the market, the brand invited a few illustrators to design packaging that just screams Laser top to bottom. And it couldn't be a more natural extension of the product and the brand itself.

For **Browniegod**, packaging not only complements the product – it has become the product itself and the hero of their social media communication, all telling a coherent brand story.





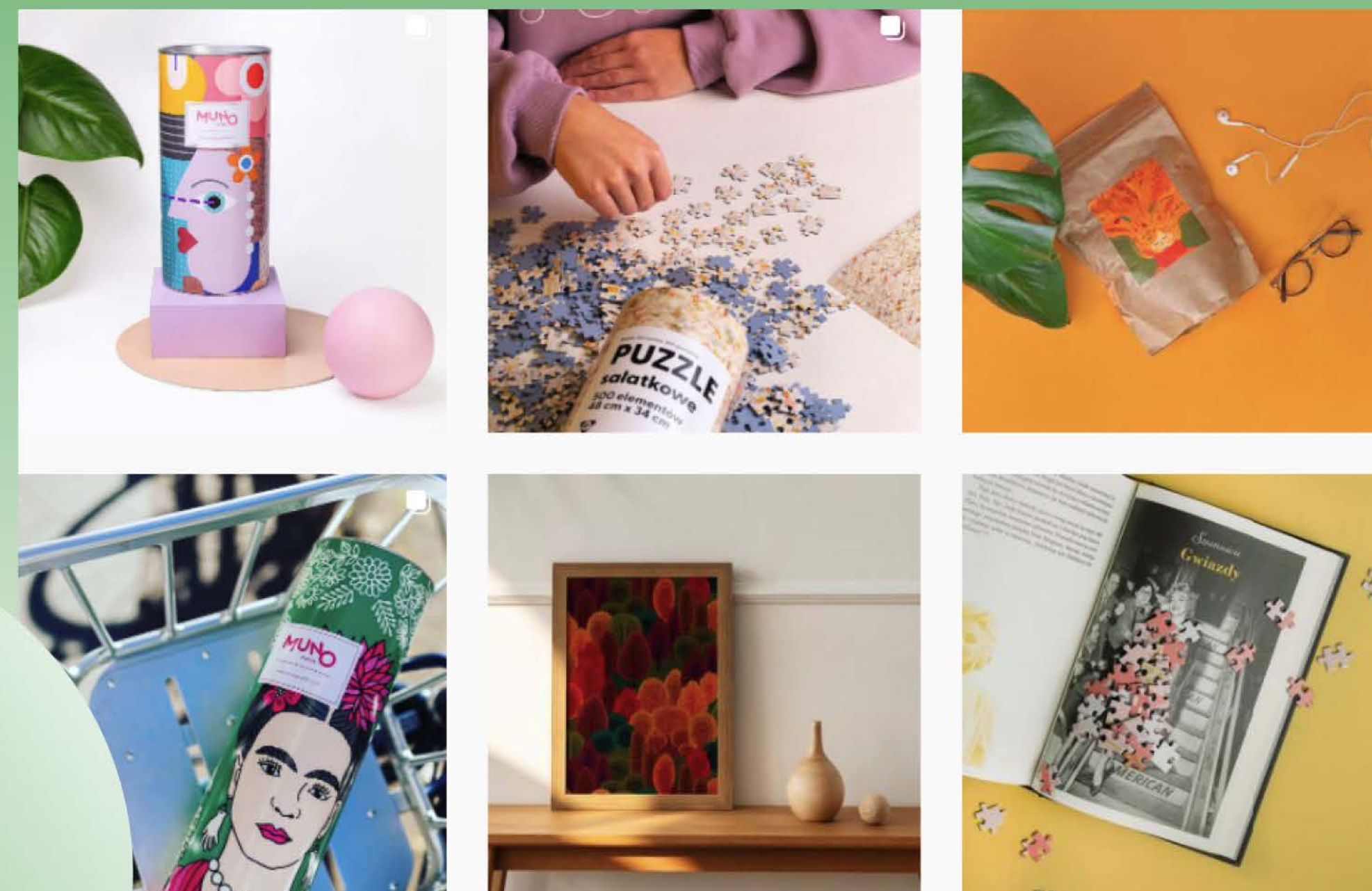
Tricky products and services

You might be selling services or having a tricky and not-that-sexy looking product. How do you build a brand around that?

Does it mean Instagram is a no-go for your business? Not necessarily.

For **Muno**, a puzzle-making company, packaging is the brand and the storyteller – taking the place of the product and delivering a narrative for the company.

If you want to
learn more about
the wonders of
packvertising,
[click here!](#)





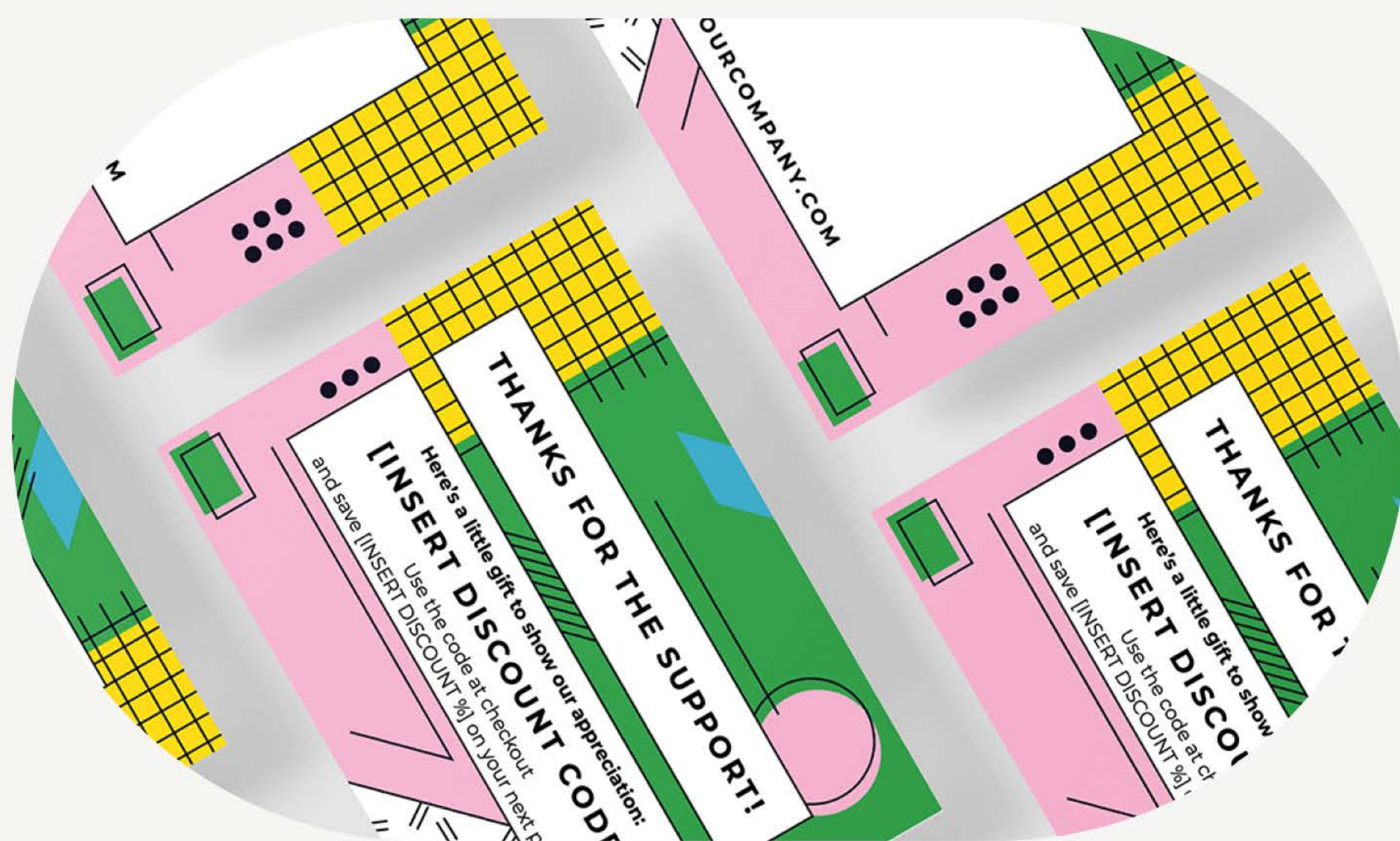
FUN FACT

The term "packvertising" was first used by Adam Morgan from Big Fish to solve one of the XXIst century advertising roadblocks. According to his packvertising theory, **old-school linear advertising** has negatively impacted the way brands create awareness.





Trending Packaging Designs



We are excited to see what 2022 has in store for the packaging industry. Together with our talented graphic designers, we have created four sets of ready-to-print patterns inspired by the champions of 2022. Let's unravel the show-stopping templates!



Subtle branding

If 2021 was all about big logos and vivid colours, 2022 comes with a more **back-to-basics** approach to **packaging design**. It's time to develop creative ideas to make your name stand out without shouting it from the top of a mountain.

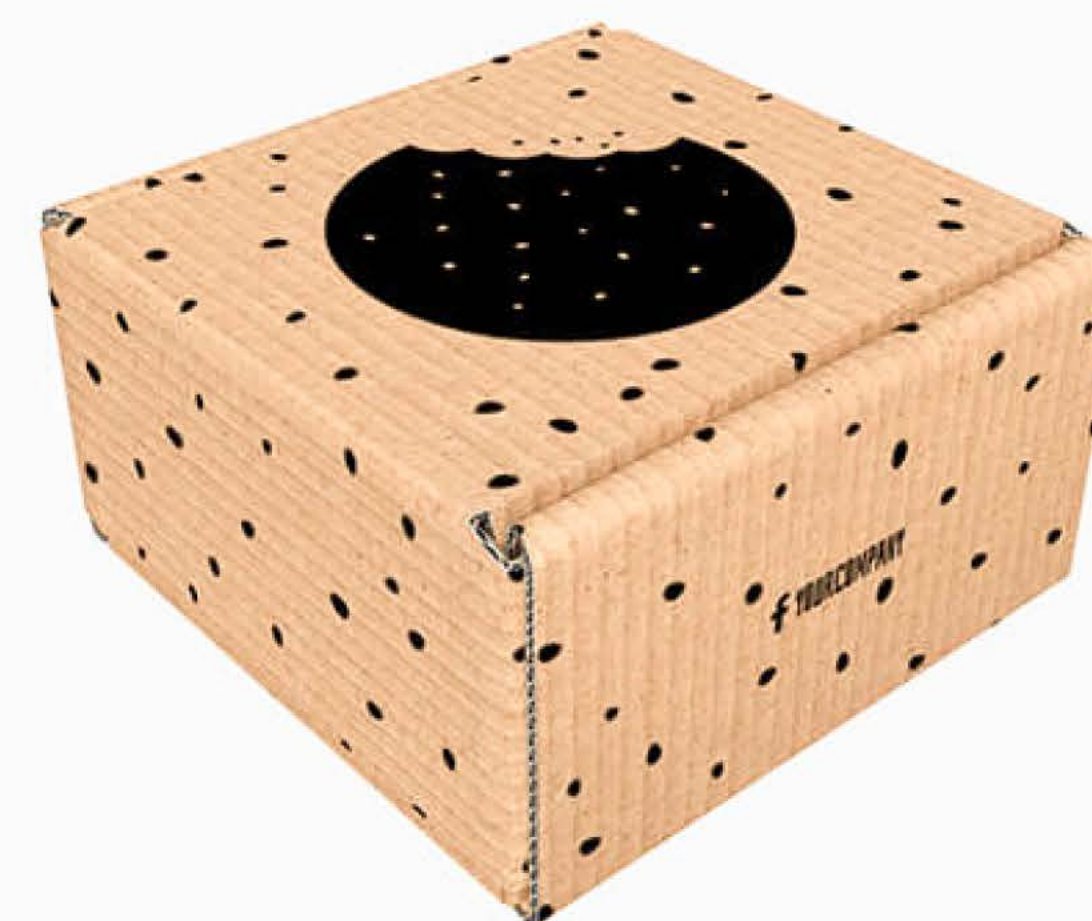
The concept of **subtle branding** draws its origins from **subtle advertising**. The latter was first used in 1927 in the movie *Wings* for a placing bar of *Hershey's chocolate*.

Today you can easily subtle a brand with the help of social media advertising, and **packaging is the primary enabler for it**. Remember that consumers value more the product features than flashy logos.

The main reason behind adopting the subtle branding approach on the packaging is to avoid visual redundancy.

Paid ads is bombarding users with repetitive flashy logos and bold fonts, and it's currently creating **advertising fatigue**, which leads to a **decreased buying desire and brand association**.

Consumers value the product features and how it serves their needs than flashy logos. You are already starting a successful subtle branding campaign by showcasing the desired information on the packaging rather than designing large logo placeholders.



Have a sneak peek
at how to incorporate
subtle branding into
packaging



Here's a quick riddle.

I never go out of style, I won't
make a hole in your budget,
and I always arrive on time!

What am I?





Minimalistic packaging

Minimalist packaging designs are always in trend due to their high conversion. They do not contain distracting graphic elements, making them stand out from other products on a virtual or physical shelf.

A minimalistic approach to packaging design goes hand in hand with sustainability. It gets the job done quick and easy and is suitable for all, regardless of what you're selling.





Vintage packaging

This packaging goes hand in hand with nostalgia and relies on graphic elements and copy that evokes the past. A viral example is the traditional brand Coca-Cola, which brought the old-school bottle and labels back to life for a limited edition campaign.



Try Vibrant 50s, psychedelic 60s, or grungy 90s! Everything works as long as it matches the vibe of your product. Nostalgia's about identifying the target audience and showcasing it to the relevant generation.



Is vintage packaging suitable for young brands? Meet Newstalgia!

Young brands lack the traditional elements that generate the nostalgic vibe, but can successfully rely on newstalgia with their packaging!

Newstalgia evokes a sense of nostalgia through packaging inspired by the past. This packvertising concept depends on bringing the old back to life! It goes hand in hand with upcycling, recommerce and sustainability.



Read about
the future
of recommerce
[here!](#)





Sustainable packaging

According to [Google's 2022 digital marketing trend report](#), sustainability is top-of-mind globally, with **recyclable packaging** among the main traffic drivers. This can mean one thing for the packaging industry – the time is now.

To support both businesses and consumers in becoming green, Google released an essential feature with GMaps introducing **eco-friendly options and alternatives in your area**.

This is a crucial step in facilitating access to environmentally conscious products and services, and it pushes both parties to take this step sooner rather than later. In this light, we need to address sustainable packaging and the steps every business and consumer needs to know when switching.





When creating sustainable packaging designs, we address two critical elements:

- The **materials** and **best practices** used in manufacturing and distribution.
- The transparent communication around it, in tune with customers' values.

Using sustainable packaging brings you a step closer to creating **a loyal customer base**. As a vendor, you are in complete control, and it's up to you to connect your market to all the information regarding the sustainable elements of your brand. Packaging acts as an enabler, and it's the quickest way to take one of the first steps into going green.

However, sustainable packaging is more than just a cardboard box. Deconstructing sustainable packaging takes **more than raw materials and marketing communication**. The past years proved that sustainability is more than a passing trend that's hot now while penalising those who used greenwashing techniques by falsely communicating their so-called sustainable efforts.

Packaging is also the quintessential element that needs to be addressed urgently. The good news is that today we have all the information to do this right, and why not, build a brand from scratch around a sustainable statement. **How can you do that using just packaging?**





Visible brand elements that communicate sustainable values



Water-based ink



Your choice in raw materials
(e.g. kraft over coloured)



Eco-badges



Eco-properties



QR codes with detailed info
about the packaging



Engaging call to action
copy and slogans



Visible partnerships with other
eco-friendly brands



Minimalistic graphic
elements

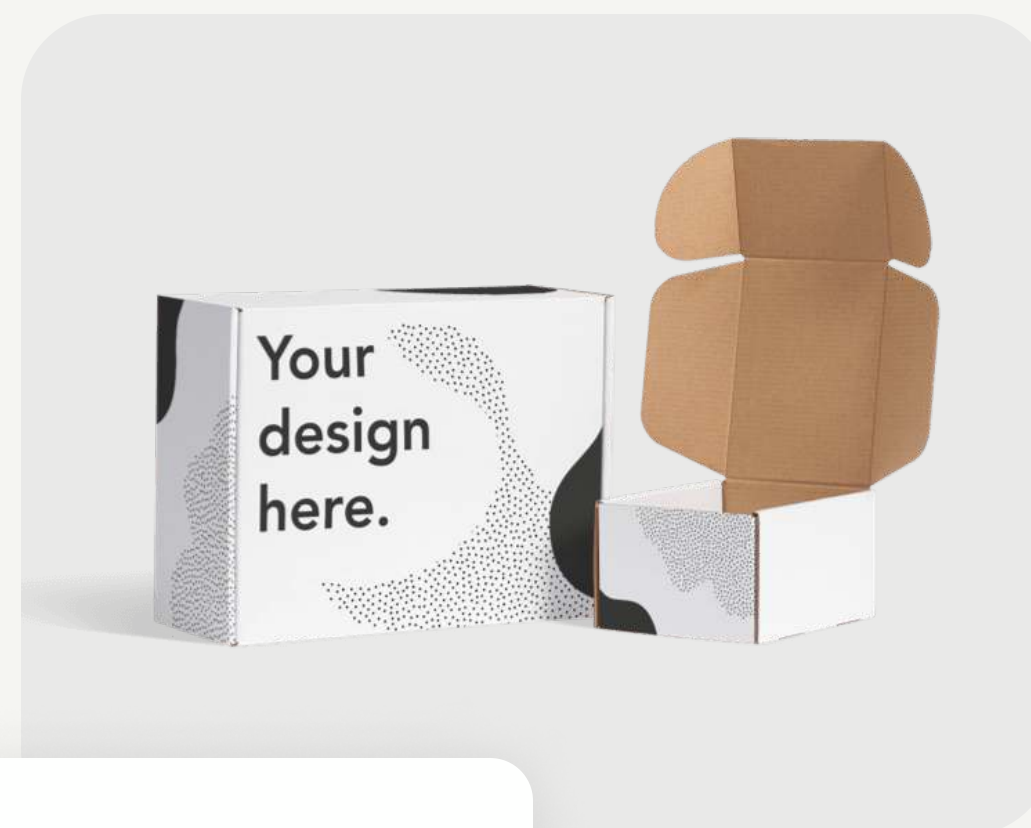


Plant trees with
your orders

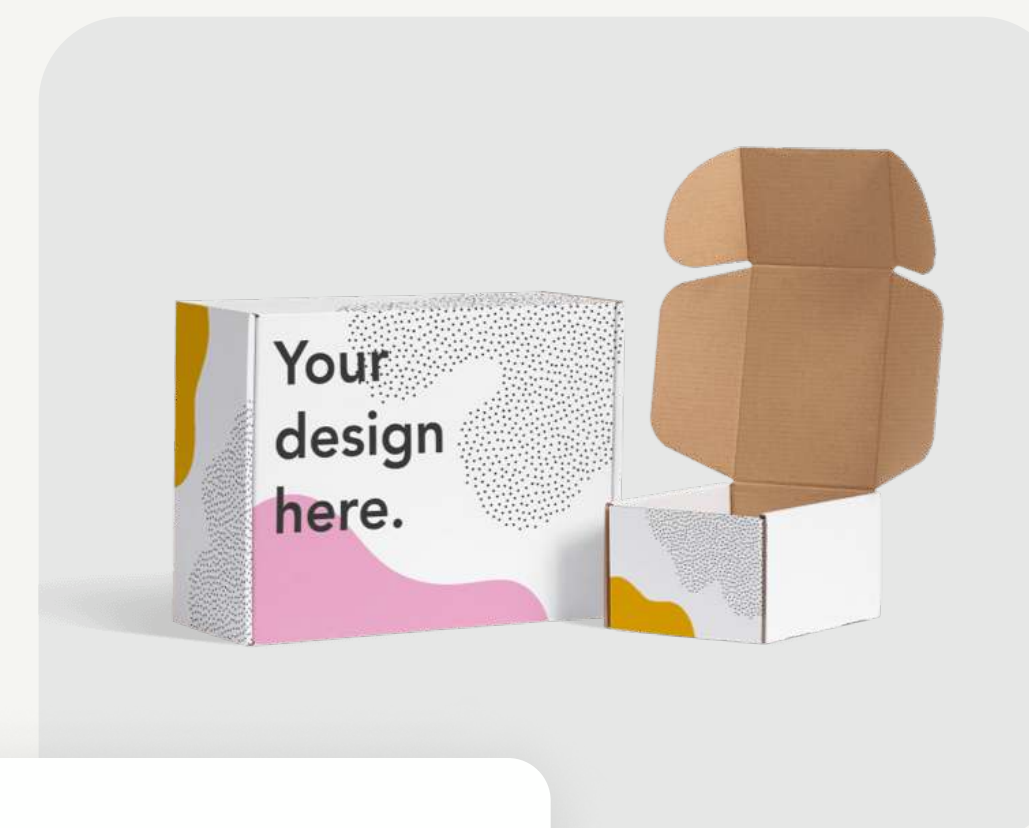


Five sustainable packaging designs

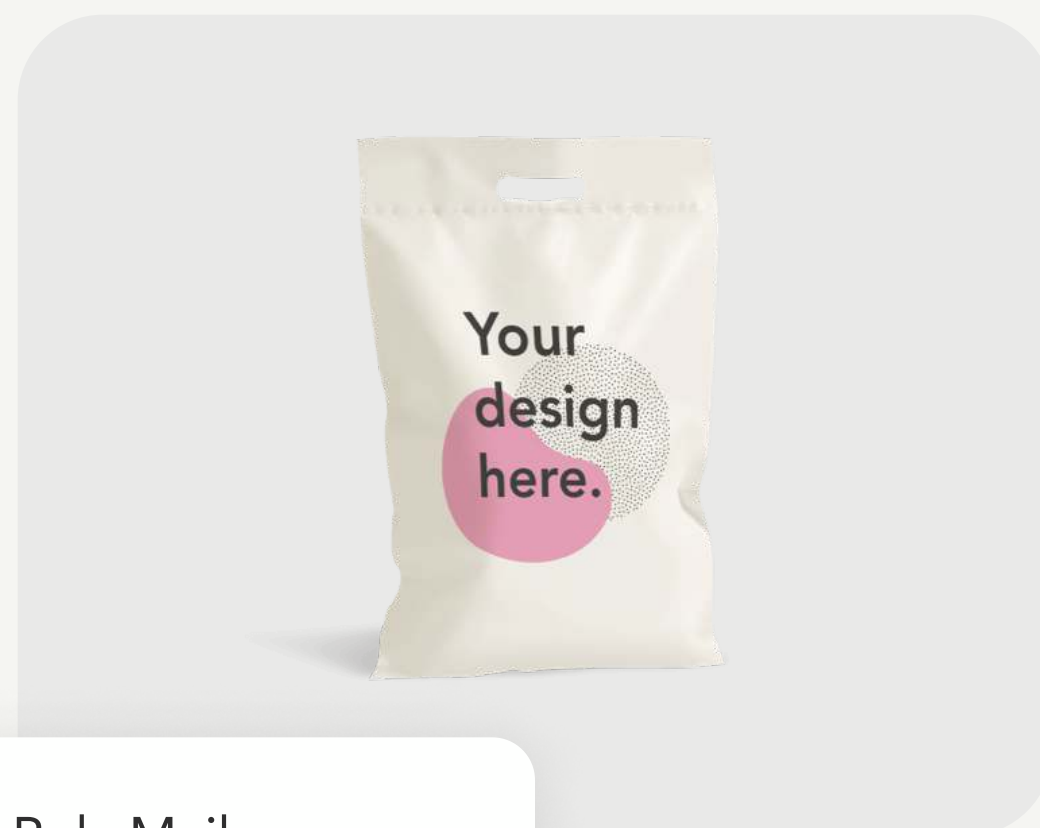
If you're a brand considering building a statement around sustainability, here are five green packaging designs to get you started.



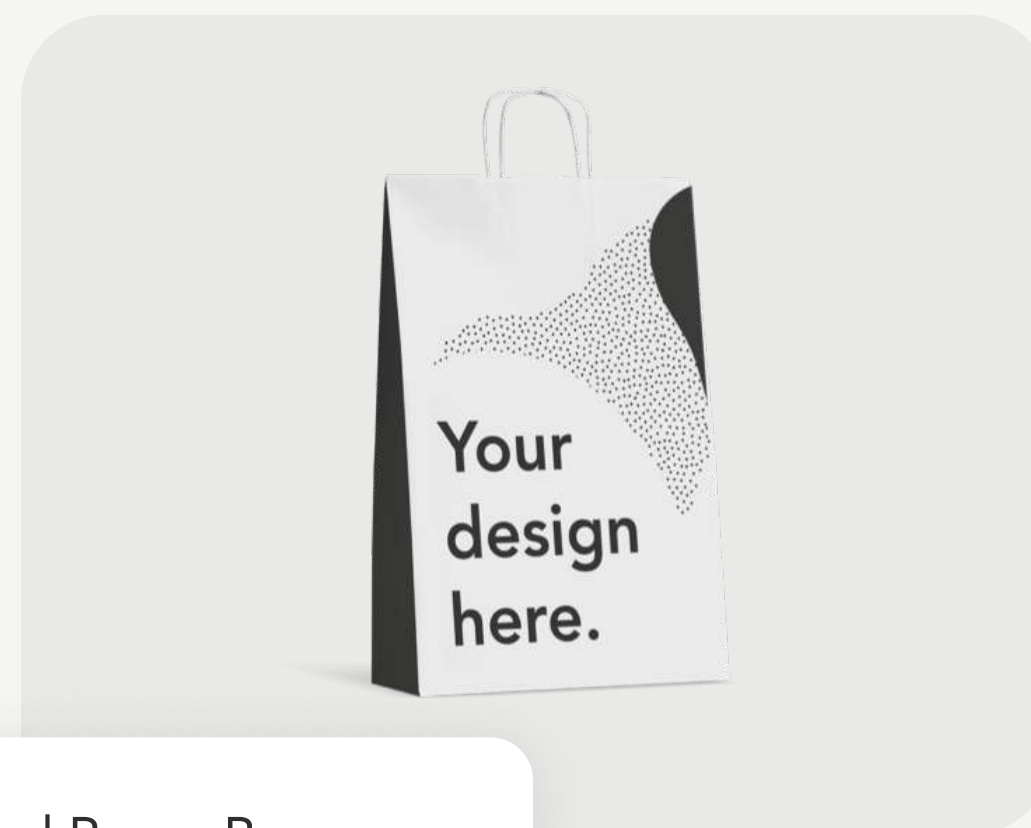
Eco White Mailer Box



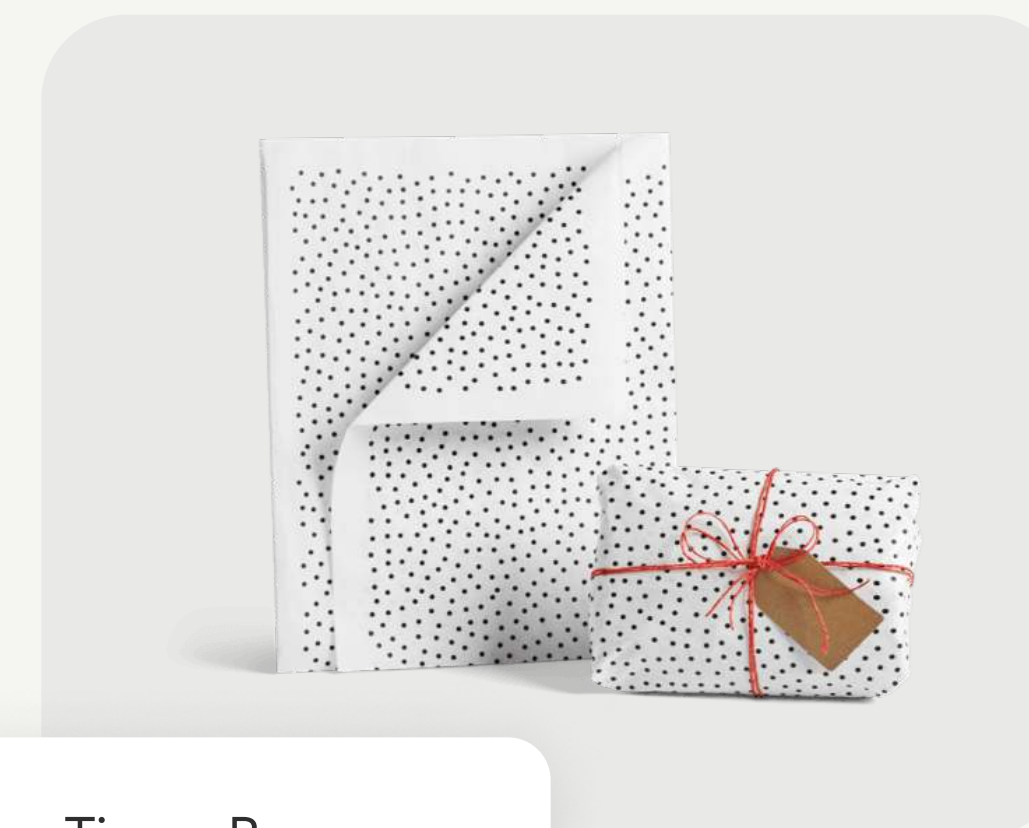
Eco Colour Mailer Box



Bio Poly Mailer



Printed Paper Bag



Custom Tissue Paper



Green graphic designs & icons for packaging

A simple kraft cardboard can only say as much when it comes to brand communication. The quickest way to showcase & promote your ecological message is to display the appropriate graphic elements on the packaging. Check out the following items:





Did you know you can
easily communicate
your eco statement in
just a few clicks?



BIODEGRADABLE
MATERIAL



FSC® CERTIFIED
MATERIAL



RECYCLABLE



MADE
IN EUROPE



INDUSTRIALLY
COMPOSTABLE



PLASTIC FREE



VEGAN



RECYCLED
CONTENT



What are eco-properties?

Eco properties are a collection of easy-to-understand characteristics related to sustainability in packaging.

For a complete understanding, each eco property has a dedicated page on our [website](#), where you can dive deeper into their definitions and applications and a range of packaging products that meet their requirements.

Every eco property has its own icon displayed on the relevant product pages. You can also find them in our Online Packaging Creator and have them printed on your packaging. We encourage you to use them to pass on the knowledge to your customers.

There's also an option to add a QR code with the label "Unpack my eco properties", which directs your customer to a webpage featuring the eco properties associated with your packaging.



Why are eco-properties essential in 2022

- It improves the quality, transparency and accuracy of corporate communication
- It's a fantastic tool against greenwashing
- It allows brands to point concretely to the steps they've taken and the choices they've made to become more eco-conscious
- It's an important step toward promoting sustainable best practices for all businesses
- Can be used as a point of reference for any sustainability-related issue raised by customers
- It is in accordance with the European regulations demanded from growing businesses
- Offers confirmation and assurance to consumers who are becoming more sensitive to ecological demands
- Eco-properties are an easy way to detect if a brand is sustainable or not
- Last, but not least, it sets an example



Introducing sustainability logos

Standard disposal and recycling logos are a must in 2022.



An eco-badge for sustainability champions

Did you know you can customise your packaging with an eco-badge in less than a minute? Just head to our sustainability section and pick your favourite!



Learn more
about sustainable
packaging [here!](#)

Plant a tree option – more important than you think!

Our partnership with One Tree Planted is going strong! The plant a tree option is currently reforesting central and eastern Europe. Feel free to jump on board or team up with an NGO close to your heart. [Discover how.](#)



 YOU HELPED PLANT A TREE
learn how at eco.packhelp.com

III.

PACKHELP'S

TRENDS

PREDICTIONS

2022



Our findings in a nutshell

"The future
of packaging
is now."



We have conducted a study on a company level-basis, sampling from all the relevant teams. The purpose? To help packaging champions worldwide to step into the future on the right foot. See what our packaging experts had to say about the industry.



Custom packaging continues to empower brands to tell their stories



Wojtek Sadowski

CEO and Co-Founder at Packhelp

"Packaging plays a vital role in creating the online shopping infrastructure. It continues to be the number one method of moving products from one place to another. Still, the days when e-commerce packaging was only a means of transport are over. Custom branded packaging plays a significant role in the value creation process. It influences purchasing decisions, inspires customers to recommend products, and can increase customer retention. With new online stores popping worldwide, social commerce on the rise, growing competition, and rising acquisition costs, there was never a better moment than today to invest in the packaging experience."



All data points to sustainability

Packhelp is continuing its journey into designing **sustainable packaging**. This initiative isn't primarily led by changes in material but rather by the packaging's product lifecycle in the design process.

Artur Oboleński, head of Packhelp's R&D facility, says that many brands took steps to reduce emissions and protect the environment simply through effective packaging design. Packhelp is currently assisting many brands in increasing the sustainability of their packaging by letting the packaging's EOL (end of life cycle) stage affect its initial design.

This is achieved in various ways, namely using as little packaging material as possible and certified recyclable packaging, including in the packaging fashion industry.

We're more conscious of where our products come from, But we're also more aware that the situation isn't as black and white as initially anticipated. Such initiatives like the EU's Ecodesign Directive, improving the energy efficiency and sustainability of products, reflect this change.

For a more in-depth insight, we asked our experts a series of questions regarding **how they think about sustainability when creating packaging designs and releasing new products.**





Participant Team: Product

The most popular proposals on **sustainable packaging ideas** straight from the product team.

- Focusing on simple packaging, without foils and other finishes
- Favouring reusable packaging instead of single-use
- Creating sturdy packaging that can be re-shipped
- Avoid repacking for aesthetic purposes
- Choosing to go for compostable packaging over recyclable packaging
- Working with homogenous materials

"Sustainable"
was a keyword among our graphic design team as well, alongside **"gradients"** and **"minimalistic"**.





Participant Team: Design

The **key predictions for packaging design** ideas straight from the design team.

- Sustainable packaging designs
- Natural colours and earth tones
- Gradients are making a comeback
- Simple typography over heavily saturated prints

Our visual designer Kamila Koźmiańska shared some insights on how the future of packaging looks for the design.

"We live in times where it's tough to come up with something new, and I sometimes feel like I've seen it all before. Sentiments and comebacks always appear in the design, so it seems natural that designers are increasingly inspired by past decades. In 2022 I think we will see the most references to the psychedelic 60s and the crazy 90s."

Next, we addressed the type of products and services that are a must for the future of packaging. Once again, "**sustainable packaging and services**" was a hot topic.





Participant Team: Sales

Packaging products and services we should include in our range in 2022 straight from the sales team.

- A standard pack for sustainable sample boxes
- More customisable packaging solutions for bottles
- Include more services around sustainability
- Add services around integrated graphic design
- Add-ons for all packaging available in our Online Packaging Creator

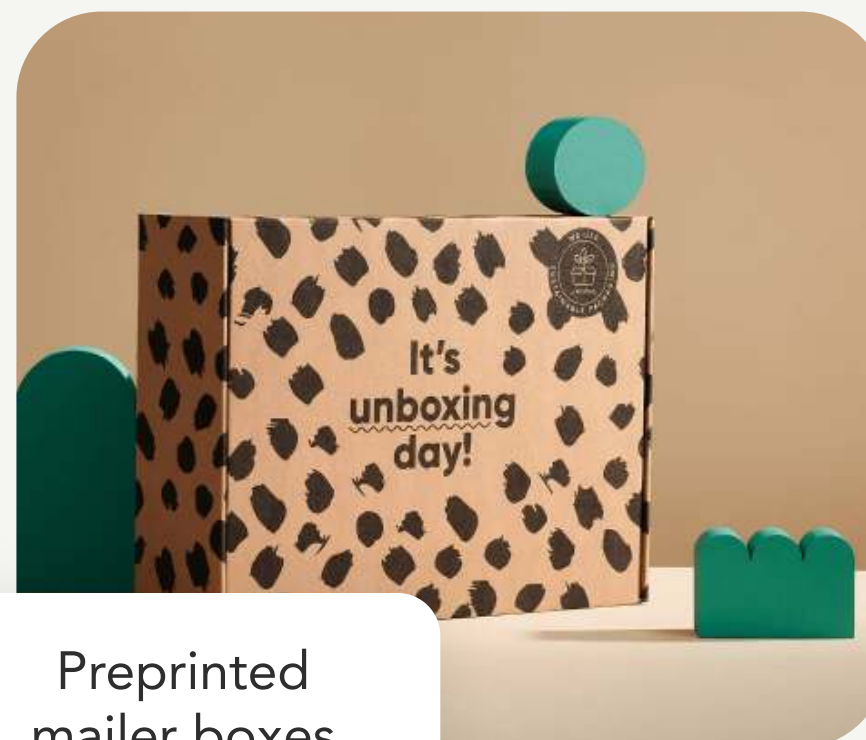




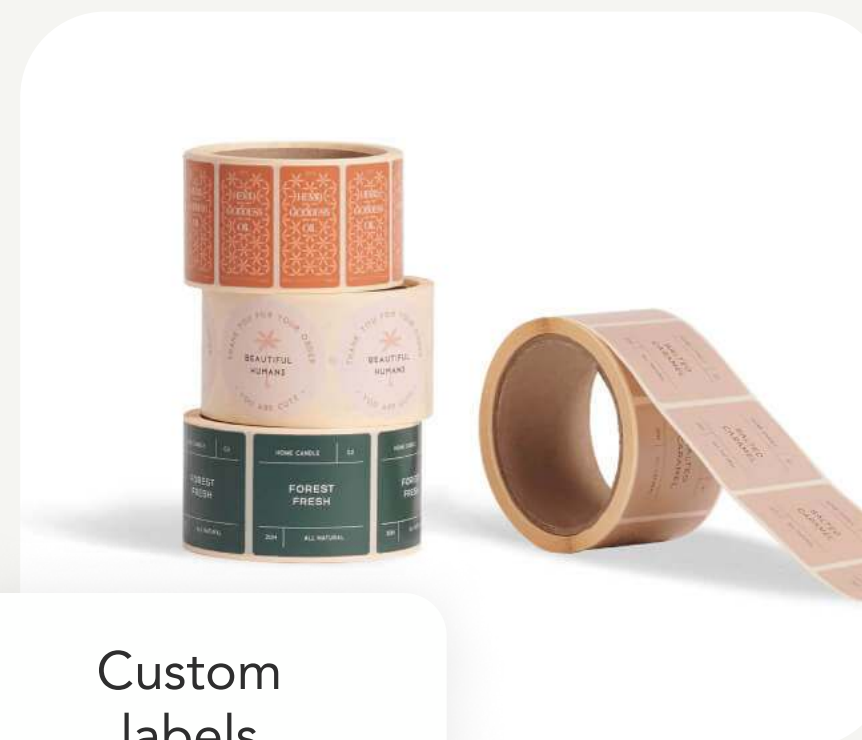
Packaging accessories continue to be a trend worth investing in

Packaging accessories were a big part of 2021 and are still leading the way in new product releases. They're the most sustainable and cost-effective way to beautify a packaging product without additional foils or **affecting its eco-property score**.

We continue to focus on providing ready-made solutions and easily customisable items for a complete unboxing experience. See the list on the right. → → →



Preprinted mailer boxes



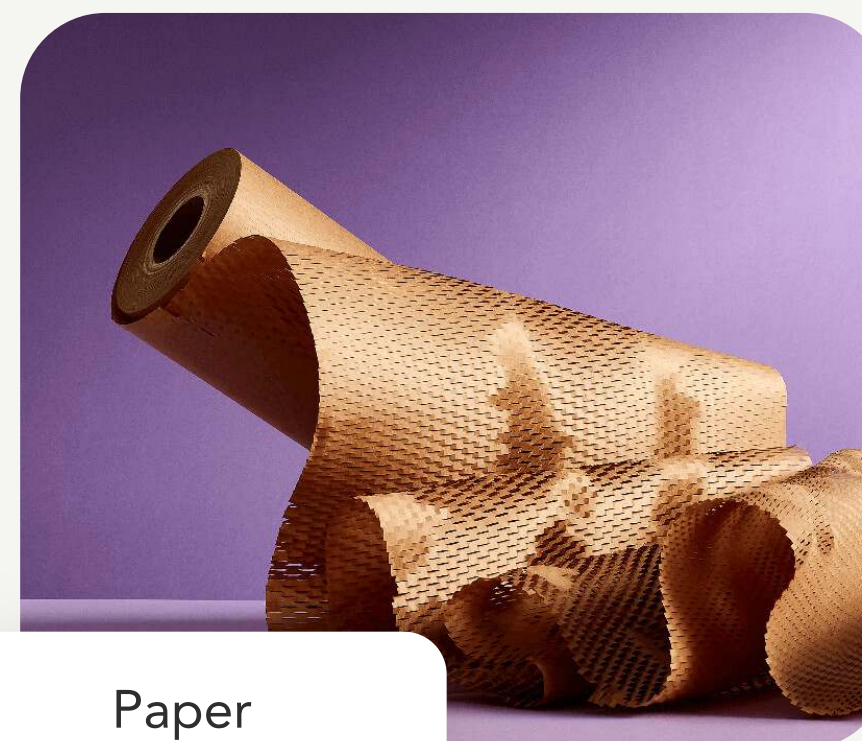
Custom labels



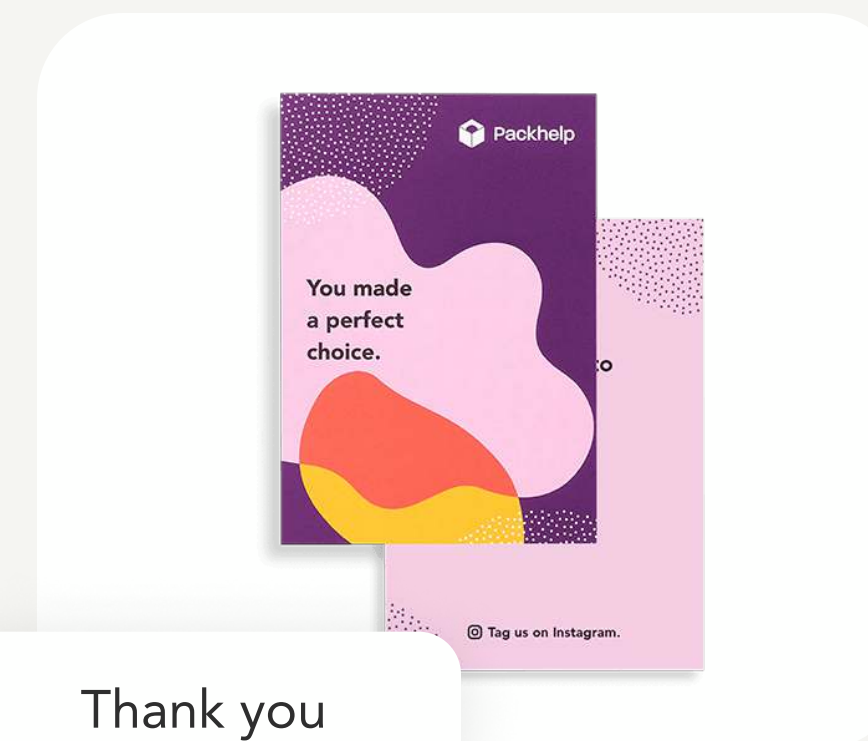
Preprinted kraft tapes



Printed tote bags



Paper bubble wrap



Thank you cards



Top Tips straight from our packaging experts

#toptips

#packagingexperts





Kajetan Wyrzykowski

Head of Content, Packhelp

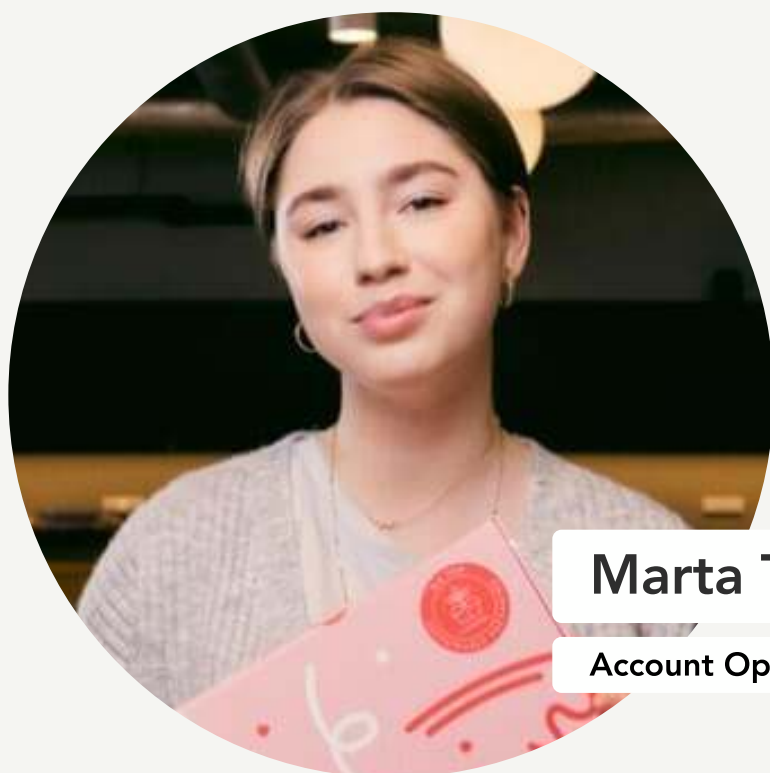
With the pandemic reaching its (hopefully) last stage, we might see the **comeback of retail**. While e-commerce is likely to hold its firm position, brick-and-mortar might get a chance at re-establishing itself. That creates massive opportunities for many **SOHOs and SMEs** to open or reopen their stores and showrooms. Bearing that in mind, I believe that many brands will like to diversify their packaging designs between retail and e-commerce. This distinction can rely on diversifying **artwork**, but also the **structural design**.

Looking back at most of the designs I've seen over the years, there are trends that we predicted at Packhelp. Most brands tend to work with minimalism, and this trend seems to be rooted in the DNA of lots of companies.

Keeping the artwork laser-focused on the key branding elements – logo, social media tags, main taglines, or claims – works well and determines the whole design.

However, the one trend that's bound to define the world of packaging in the next few years is the **growing consciousness regarding the environmental impact of packaging**. Both sides of the market have gained crucial knowledge. Companies strive to reduce their carbon footprint, and packaging seems like

a natural means of doing so. Our internal research confirmed that most of our customers frequently seek sustainable solutions. At the same time, end consumers expect commitment from brands. Transparency in business conduct pays off, and with consumers having a better grip over certifications and the reality behind materials used in packaging, I think the biggest market changes will stem from those **sustainability-driven initiatives**.



Marta Tomaszewska

Account Operations Manager, Packhelp

When I was asked about my perspective on 2022 trends in the packaging industry, I thought about boxes being equivalent to clothes that are “worn” by different products. I consider the fashion world a vibrant industry from which you can draw different inspirations; hence, I decided to share some of my ideas and observations with you.

I believe that the 2020s are a new era for both the packaging and fashion industry. As I’ve mentioned before, I consider the fashion world

a strong source of inspiration, so how about applying some of its magic to the packaging industry?

When it comes to packaging designs for 2022, I notice an abundance of colour – appearing in **eye-catching shapes, colourful palettes and vivid shades** – and I’m saying YES to all that! As in the fashion industry, intense colours are getting the respect they fully deserve. If we start to create our packaging concepts the same way we create outfits, we can develop a consistent set of high-quality products in outstanding colours. It will lead to a unique unpacking experience and make the customers want to keep the packaging for future purposes – to wrap their gifts or store some favourite trinkets or jewellery.

The second life of packaging is something that we need to consider, especially because another trend that might (and should!) stay with us for longer is reusability.

On the other hand, I know that the vibrant, multicoloured approach is not the only one because I see many breath-taking, minimalist designs inspired by the words “less is more”. It is a different approach and an excellent way of thinking about design and brand concepts. **Natural earth shades are another trend in the fashion industry this year** (including brown, as in our kraft material!) which is worth considering.

Minimalist thinking opens up many possibilities to surprise the customers with simplicity that can be cherished equally.



Kamila Koźmiańska

Visual Designer, Packhelp

We live in times where it's tough to come up with something new, and I sometimes feel like I've seen it all before. Sentiments and comebacks always appear in the design, so it seems natural that designers are increasingly inspired by past decades. In 2022 I think we will see the most references to the psychedelic 60s and the crazy 90s.

Certainly, we can also expect some universal solutions that never go out of fashion – minimalism and functionality will also be often

seen on the store shelves. I have also noticed that when it comes to cosmetics design, more and more companies decide on the very economical form and discreet packaging, which will not shout in the bathroom but will blend into the space. When it comes to minimalism in packaging, an interesting solution is to focus on only one element of branding and play with such elements as typography or the use of strong colour. Minimalism in the form can be effective – designing more interesting inside the packaging than outside is also a good idea to attract attention.

Another trend that is sure to gain momentum is sustainability in packaging. We've stopped coping with the amount of plastic and trash we produce, so you see more and more

experimentation with different materials to help deal with this problem. I have already heard about algae packaging, and recently I came across an exciting idea of packaging for cosmetics made of soap. I hope that more solutions like these will be available in the future.



Michał Ptaszyński

Head of Design, Packhelp

The ability to use the packaging more than once will play a key role. People are more and more aware of changes in the environment and pay attention to the aspect of re-use. Another issue is the growing awareness of certifications (such as FSC). Customers want to know if the materials used to create the packaging are sourced sustainably and ethically. When it comes to the design trends themselves, I see more and more great projects in which the use of many colours decreases. I see many minimalist projects in which the kraft material plays are strongly exposed.



Read more about
Packhelp's Experts
on 2022 Packaging
Trends [here](#).

Thanks!

...For sticking with us up until the end! We hope you enjoyed the journey into the future of packaging.

One more thing before you go!

To reward your patience & interest in our guidebook, we're keeping an active 5% discount on our website until the end of the year! Just use the code below at the checkout.

FUTUREPACK5

Choose wisely.

Time to up your packaging game!

The code is available for one-time use only/per customer & cannot be redeemed with other active discounts.
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