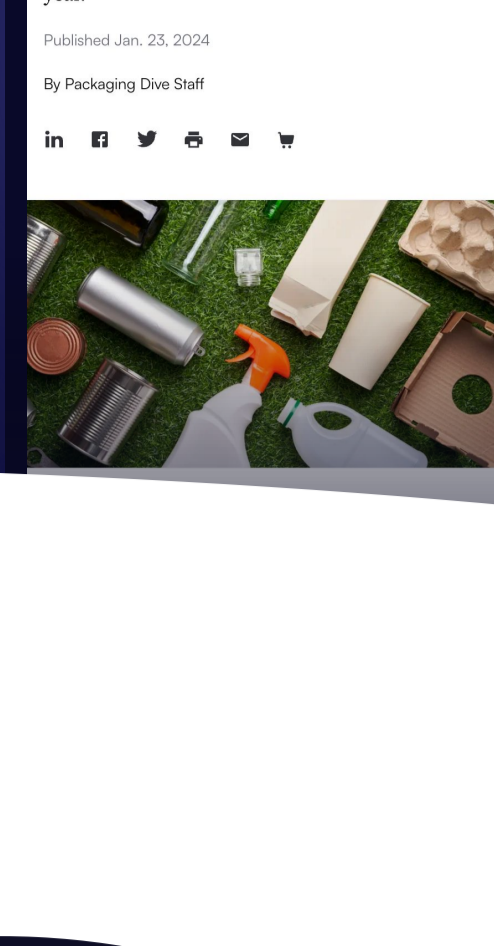


Established March 2023

Packaging Dive is a news publication designed specifically for packaging company executives & decision-makers. Across recycling, tech, design, manufacturing, and beyond, our journalists cover the news and trends impacting the packaging industry.

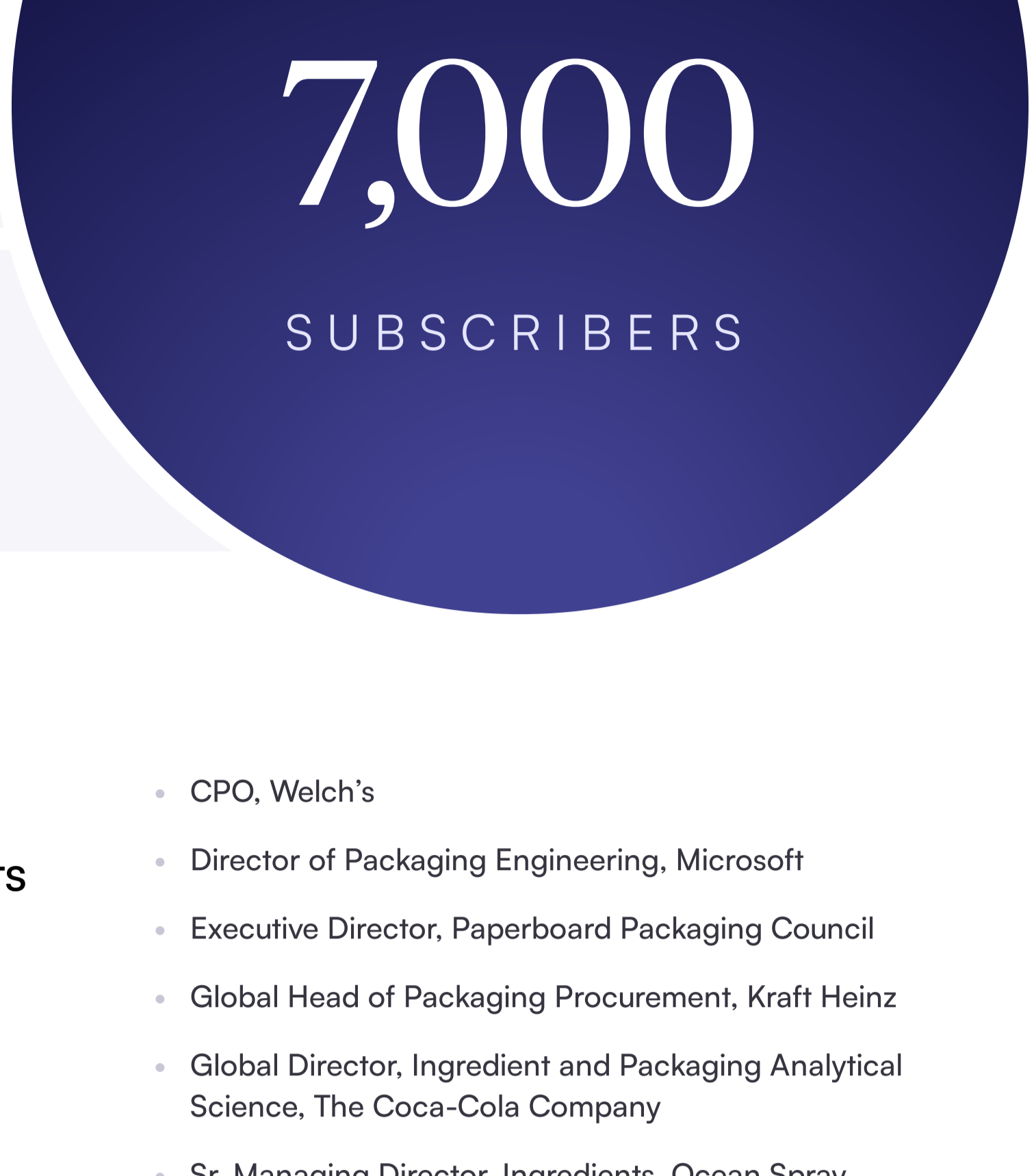


01 Audience

33K
unique monthly visitors

72%
of subscribers are
manager-level or above

93%
of the Fortune 500 Packaging
& Container Companies
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02 Top-performing content

New regulations, rising material prices, price volatility, and sustainable manufacturing trends will define the packaging landscape in 2024. Packaging stakeholders will be tasked with establishing and shaping what a post-pandemic, climate-friendly packaging sector might look like. Let's take a look at what packaging leaders are focused on most.

Top 5 topics

- Sustainability
- Manufacturing
- Materials
- Finance
- Regulation

Top 10 Packaging Dive stories

Packaging laws taking effect in 2024	WestRock to close plants in Seattle and North Carolina, affecting more than 240 jobs
5 packaging trends to watch in 2024	Carton shortage may last through school year, but brandless packaging brings relief
Colgate-Palmolive faces lawsuit over 'misleading' recyclable toothpaste tube claims	Will fiber price hikes stick in 2024? Early signs are questionable.
The packaging industry outlook for 2024	Bag bans environmental impact mixed in recent studies
NYC bill could restrict laundry and dishwasher pods	Coca-Cola pilot removes labels from Sprite bottles to ease recycling

Keywords resonating right now

- material price hikes
- forever chemicals
- sustainable packaging solutions
- CPG industry trends
- food-grade PCR
- packaging design trends
- digital labeling
- circular economy

03 Trend analysis

All eyes on sustainability

- Small but critical changes for recyclable packaging (brandless packaging, color changes, etc.)
- Heated debates over lack of standardization on discard/recycling instructions
- Rapid shift to sustainable technology & packaging materials as 2025 plastic recycling targets loom

International, federal, and state regulation

- EU's new recycling rules set to impact trade and usher in stricter recyclability standards
- Efforts to keep pace with standards to state-by-state EPR for packaging
- Nationwide dash to find food packaging alternatives in wake of bans on PFAs

Industry economics

- Renormalization of consumer demand due to inflation
- Shifting physical footprint (closures and legacy equipment shutdowns countered by startup opening blitzes and expansions)
- Consumer deprioritization of nonessential spending in wake of inflation spurs positive impacts on certain sectors (i.e. grocery, metal food containers, etc.)

Our readers spent nearly 2x as long on these stories than the average story:

- EPA's Safer Choice recycled content proposals draw some pushback
- Reuse leaders eye more standardization, automation in 2024

Packaging goes green

Greenwashing is out, and measurable sustainable action is in. Packaging manufacturers are more focused on sustainable packaging solutions than ever before.

studioID tip

Sustainability is always a tough sell because it tends to cost money instead of saving money. To gain traction with packaging leaders in this arena and help them see the light, tie sustainable solutions to hitting regulatory targets and achieving favorable financial metrics or other positive ROI. Your goal should be to convince decision-makers that while the cost might hurt now, it's worth their while in the long term.

Regulatory hurdles

After years of buzz about sustainable packaging, governments are taking real action to limit the use of PFAs and other potentially harmful packaging waste, as well as reduce overall packaging waste.

studioID tip

New EPR laws make packaging manufacturers more responsible for what happens to their packaging after use, while numerous states are targeting the use of PFAs in packaging. Guide packaging manufacturers with original research and success stories about overcoming these challenges and remaining compliant.

Rising material costs

Consumers are watching their spending and the cost of fiber packaging materials is on the rise. As a result, companies are on the lookout for efficiencies.

studioID tip

Rising costs are straining packaging manufacturers, who are being forced to raise their prices in response to their own elevated expenses. Take this opportunity to engage packaging producers with best practices and solutions around reducing costs, such as alternative materials and automation solutions.

04 Marketing insights

Deliver insights that resonate with this audience by reflecting the content preferences of over 7,000 Packaging Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach

Help leaders keep up

Packaging decision-makers want to know what major brands and competitors are doing to address problems in the industry.

studioID tip

Leverage recognizable brand names in case studies, webinars, and playbooks to help attract attention from packaging manufacturers who are trying to figure out what their next investment should be. With challenges like price hikes, regulatory hurdles, and sustainability, packaging leaders are laser-focused on creating solutions that are up to par with competitors.

High-impact approach

Acknowledge their challenges

Inflation has not been kind to industrial verticals, and packaging manufacturers are no exception.

studioID tip

Plant shutdowns, layoffs, and rising operational costs have kept packaging producers on their toes. Get their attention with infographics, interactives, or animated videos that can quickly demonstrate how you not only understand their problems, but know how to solve them.

High-impact approach

Underscore the importance of sustainability

Sustainability is quickly turning from a nice-to-have to a must-have for packaging manufacturers.

studioID tip

The push for greener solutions is coming from all sides as regulatory bodies and consumers alike demand action. Help brands meet expectations with ways to make their entire operation more sustainable — from processes, to materials, and everywhere in between. This topic lends itself to expert discussion, so consider creating or sponsoring a webinar, virtual event, podcast, etc.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

