

Press release

Paris, 12 September 2025

Verallia Trend Book 2026: What consumer expectations will shape the packaging and beverages of tomorrow?

The 2026 edition of Verallia's Trend Book developed in collaboration with Carlin Creative, highlights deep and lasting transformations in consumer behaviors across the food and beverage sectors. Consumers increasingly seek authenticity, functional benefits, and formats that foster togetherness. These shifts are prompting brands to view packaging not merely as a container, but as a strategic asset at the heart of their relationship with consumers.

Profound and lasting market shifts



The food and beverage industry is undergoing structural change. This is particularly evident in wine and spirits, where moderation has emerged as a defining global trend. At the same time, new categories are gaining traction, most notably no-and low-alcohol beverages, which are expected to grow by 7% annually between 2023 and 2026 (IWSR, 2025).

This reflects a broader cultural shift: moderation is no longer a marginal trend or limited to younger demographics, but a mainstream behavior across generations.

Consumers are also prioritizing wellness, naturalness, and meaningful experiences. Social connection is regaining importance, often expressed through shareable formats and offline moments. Today, **58% of consumers favor food and drinks with proven health benefits, while 42% identify and offline physical activity as the highlight of their week** (Accenture, 2025).

Together, these dynamics illustrate a structural trend: a renewed emphasis on quality and on the value of shared moments. These brands best positioned to succeed will be those able to align with consumer aspirations, addressing health and wellbeing, fostering conviviality, and contributing to a circular economy.

Three consumer archetypes, four structural dynamics

Verallia's analysis identifies three major consumer archetypes:

- **The Taste Heirs:** discerning nostalgics who value reinvented classics and a renewed sense of tradition.
- **The Players:** primarily Gen Z and younger millennials, drawn to fun and shared experiences.
- **The We & Me:** consumers seeking to reconcile pleasure with health and environmental responsibility.

From these archetypes emerge four key consumption dynamics:

- **Togetherness beyond screens:** conviviality becomes central again, with shareable formats and intergenerational experiences.
- **The rise of functional and plant based:** superfoods, herbal infusions, and local sourcing reshape recipes and packaging.
- **Inclusive nostalgic elegance:** chic vintage styles, updated with a contemporary edge, resonate across generations.
- **Creativity as a haven:** personalization, artistic collaborations, and collectible packaging strengthen uniqueness and desirability.

Elena Andia, Marketing Director of Selective Line at Verallia, commented: « *The beverage sector is undergoing a profound transformation – marked by a return to simplicity and sharing, as well as a renewed appetite for exception and aesthetics. Consumers are seeking pleasure, meaning, and differentiation. For brands, packaging has become a key vector of storytelling and identity. At Verallia, our role is to anticipate these signals and translate them into creative and sustainable solutions – brought to life through glass, a material both timeless and forward-looking.* »

From trends to industrial design: new packaging concepts unveiled

The 2026 Trend Book also presents new bottle and jar concepts ready for development. Shareable formats, totem-shaped silhouettes, bottles for functional beverages, and premium jars for sauces and condiments- all embody the trends identified and reinforce Verallia's position as a trusted partner in anticipating tomorrow's consumer needs.

The complete 2026 Trend Book is available upon request from the press office.



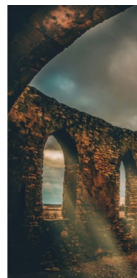
CHICAGO

Modern simplicity meets totem design for beer and functional beverages.



SAKURA

Single serve refined with elegance and convenience.



DUNES

Where graphic roundness meets timeless whisky clarity.



SOLIA

Refined design, crafted for a shareable experience.

About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work together with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.

With almost 11,000 employees and 35 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 10,000 businesses worldwide. Verallia produced more than 16 billion glass bottles and jars and recorded revenue of €3.5 billion in 2024.

Verallia's CSR strategy has been awarded the Ecovadis Platinum Medal, placing the Group in the top 1% of companies assessed by Ecovadis. Our CO₂ emissions reduction target of -46% on scopes 1 and 2 between 2019 and 2030 has been validated by SBTi (Science Based Targets Initiative). It is in line with the trajectory of limiting global warming to 1.5° C set by the Paris Agreement.

Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.

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