



PACKAGING

TREND REPORT 2026



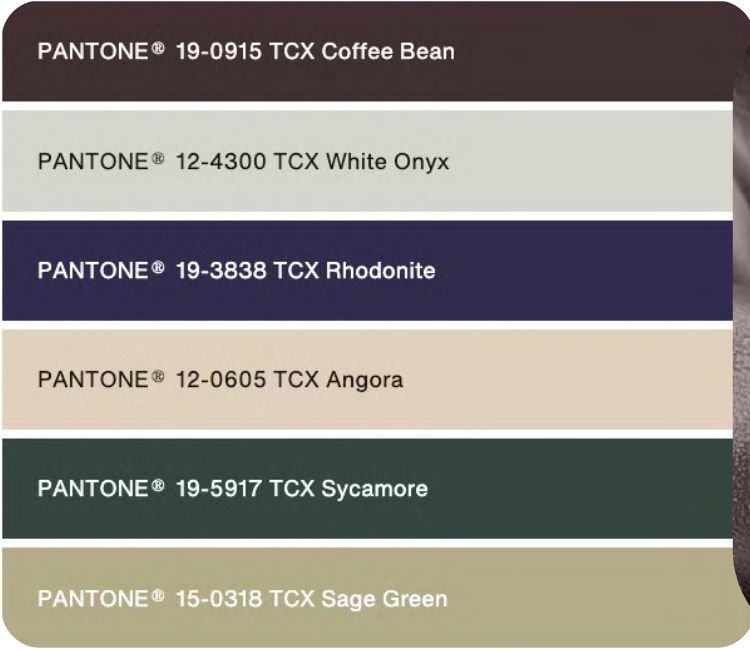
PACKAGING TREND REPORT 2026

The power of contrasts

In 2026, we move beyond minimalism into a landscape defined by contrast. On one side, bold, expressive aesthetics and a desire to stand out drive more personal, character-rich design. On the other, a sense of calm emerges through neutrality and white tones, signaling clarity, balance, and a fresh start. Together, these opposing forces shape a new design language – where individuality, creativity, and sustainability coexist with restraint, refinement, and purpose.

COLOR SEASONS

2026 packaging trends center on luminous pastels, soft botanicals, and fruit-sorbet hues, balanced by dusty pastels and deep, moody tones such as burgundy, coffee bean, and navy. Pantone's Color of the Year, Cloud Dancer, anchors the palette with a light, refined neutrality, blending freshness and optimism with a premium, nature-driven sophistication.



01 CLOUD DANCER

While bold colors continue to trend, Pantone’s Color of the Year 2026, Cloud Dancer, represents balance and timeless elegance. Creme white packaging remains effortlessly sophisticated, even within a maximalist 2026.



02 MAIN CHARACTER VIBES

Bold prints, a deliberately messy aesthetic, expressive patterns, and character-filled details – all designed to highlight personality and create instant relatability for the customer.



03 UPGRADED PASTELS

Soft color palettes meet confident typography and expressive, unpolished design. Packaging that feels human, bold and emotionally engaging at first glance.



04 ALL PAPER

Sustainability isn't a trend – it's a necessity for every brand. A simple step is choosing mono-material solutions, like all-paper designs. Keep the look creative with unique shapes, die-cut handles, soft cellulose handles, or paper handles in accent colors.



05 BOLD DETAILS

Single handles, printed handles, add-ons, and thoughtful details – all elements that elevate the design.



06 HARDWARE

Metal tins combine durability with tactile appeal, offering a reusable format that elevates both product and brand. With strong graphic design and considered finishes, tin packaging signals longevity, quality and thoughtful design beyond first use.



07 SECOND LIFE

Versatile, multi-use packaging is on the rise, and the goal is clear: one bag, many purposes. For example when a gift bag meets a paper bag – creating a clever two-in-one design that’s ideal for PR moments and brand activations.



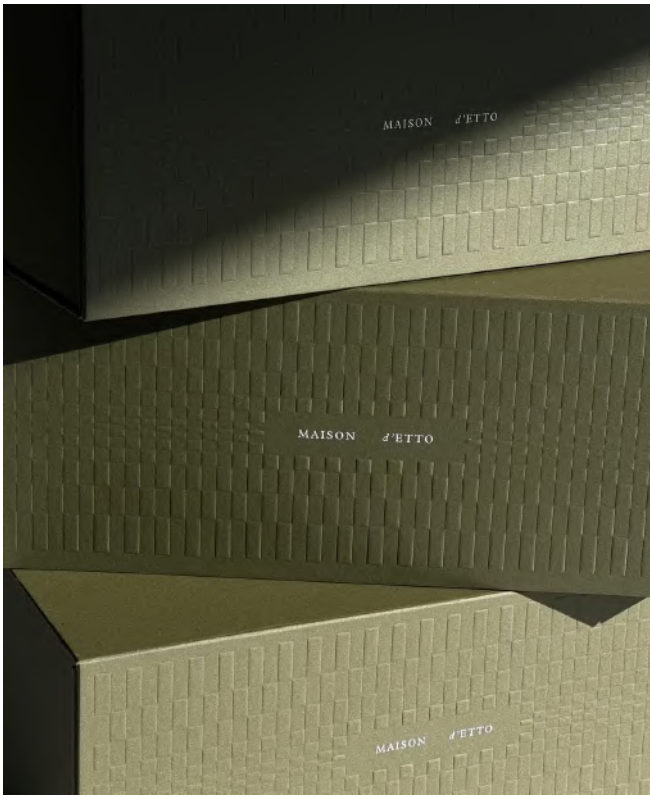
08 PERSONALITY

After breaking through in 2025, bag charms are expected to remain strong into 2026. A small but expressive detail that adds personality, collectability and extended brand visibility.



09 TEXTURE

Kraft papers and all-over embossing brings texture, depth, and playful curiosity – turning even the simplest, most minimal designs into standout, tactile experiences that fit the expressive spirit of 2026.



10 CORDS

Sporty details – from cords and drawstrings to round handles bring a playful, athletic edge to the bag. Perfectly in line with the expressive and maximalist vibes of 2026.



11 FRINGES

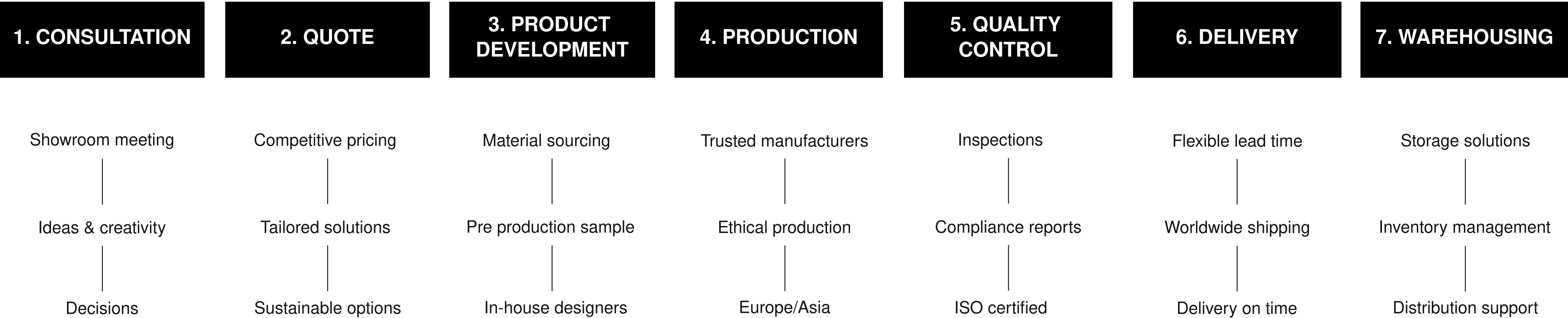
A new playful element and emerging trend for reusable bags is the addition of fringes. This design detail adds movement, character, and a fashion-forward touch, transforming reusable bags from purely practical items into expressive style statements.



PROJECT EXAMPLE

Working with Avisera

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