

# Packaging for Wellness and Organic Products



## What is the organic market and what constitutes 'healthy'?

Global organic food and beverage market



**\$211.44B**  
by 2020<sup>1</sup>

In North America

**\$38B**  
in 2013<sup>1</sup>

**\$66.2B**  
by 2018<sup>2</sup>

Consumer definition of healthy

- X calories
- X fat counts
- ✓ natural
- ✓ artisanal
- ✓ organic

"Free From" movement is also taking shape

**\$7.59 billion** globally by 2020<sup>3</sup>

**15 million Americans** with food allergies<sup>4</sup>

"Big 8" allergens:<sup>5</sup>



eggs



milk



fish



seafood



wheat



nuts



soy

## A number of factors are driving the organic and wellness movement:

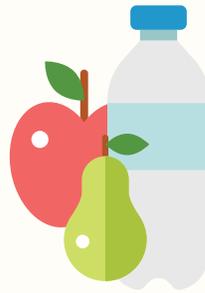
1 when people eat



2 desire to be healthy



3 higher quality and better tasting food



4 accessibility through more specialty retailers



## Metal packaging has a role to play.



**infinitely** recyclable

**75%** aluminum<sup>6</sup> and **80-90%** steel<sup>7</sup> ever produced is still in use

**more than 1,500** different foods are packaged in metal<sup>8</sup>



**Extends shelf life** and reduces food waste. Metal prevents light and oxygen from infiltrating the package.



**Convenient and portable packaging** Metal is easy to open, transport and store while being customizable for any brand.



**Protects food and beverage integrity** Metal, equipped with a hermetic seal, blocking moisture and light, extending shelf life.

Learn more about the benefits of metal packaging at [www.crowncork.com](http://www.crowncork.com)



### Sources

<sup>1</sup> Grand View Research

<sup>2</sup> BCC Research, Organic Foods and Beverages: Global Markets

<sup>3</sup> Markets and Markets

<sup>4</sup> Food Allergy Research & Education

<sup>5</sup> U.S. Food & Drug Administration

<sup>6</sup> The Aluminium Association

<sup>7</sup> World Steel

<sup>8</sup> North American Metal Packaging Alliance