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Brand Owners Spending More on Packaging – and Don't Plan To Stop

Spending on packaging by consumer packaged goods (CPG) brands has grown over the past two years — and will continue to do so over the next two years, according to a recent study of CPG brand owners by global strategy consulting firm L.E.K. Consulting. In fact, the increased spending on packaging is expected to grow well in excess of inflation.

View the original post on Brand Packaging from Packaging Strategies here.

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