

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 . 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](#).