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<https://www.sierracoating.com/blog/category/brand-packaging/> > Page: 1

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.