



# Design Trends in 2023

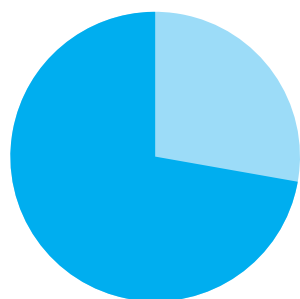
# Keeping up with changing design trends can be a challenge.

Every year design styles come and go. Some stick around and new styles are introduced. Making sure your brand sticks out and is up to date with current design trends is important for marketing your brand.



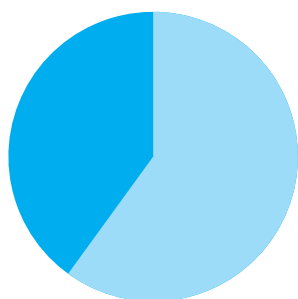
## Statistics

Statistically speaking, research has shown that a brand's packaging can help increase their sales by influencing consumer purchasing decisions.



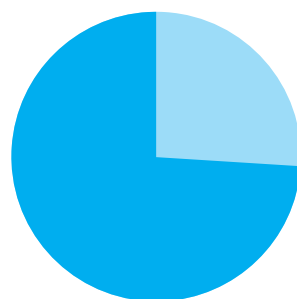
**72%**

of consumers say that product packaging design influences their purchase decisions



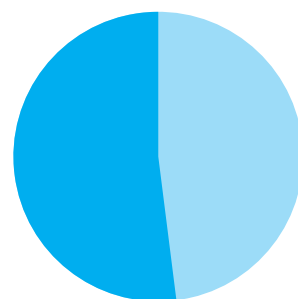
**40%**

of consumers will post photos on their social media accounts of products with unique packaging



**74%**

of consumers report that honesty and transparency in product labeling builds consumer trust



**52%**

of consumers have changed product brands due to new packaging design

# Industry Trends

Here are the top 10 design trends to look out for in 2023. Every brand should keep these in mind when designing product packaging and introducing new products this year.

## Typography

Text is primarily used to convey a message, however, with the wide range of fonts today, typography has become a key design element. Using creative fonts, or designing or hand lettering your own fonts is a trend that allows your design to feel more casual. Typography is a great way to add character or make a bold statement on your product packaging.



## Augmented Reality

AR is a continuous trend. As new technology continues to be introduced and developed, many brands are dabbling and experimenting with AR. Using AR to get customers engaged in products is a great way to increase brand awareness. AR can be used for product reviews, engagement and games, and much more!

## Vintage

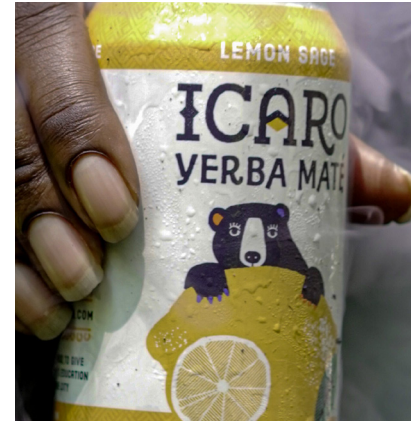
Recently, consumers have wanted to be reminded of the "good 'ole times." Creating a vintage design can help consumers relate to your product by remembering simpler times. Current vintage design is not about reusing old designs, but making them more minimalistic, allowing you to keep the vintage charm without unnecessary segments. This leaves behind a design that has a vintage quality but is clean, modern, and classic. Using unique materials can be another way to enhance a vintage design.





## Cartoons

Cartoons add a special charm to your product packaging. They can be cute, wacky, fun, and fantastical with a reminiscence of childhood. The cartoon trend is a classic, minimal style similar to comics. Most of them look like they were hand-drawn quickly and effortlessly embracing a little imperfection. Adding a cartoon front and center to your packaging can give your brand a personality that is fun, goofy, unique and charming.



## Tactile Texture

Using textured materials in your design to help your brand convey a message and stand out is a great way to take your design to the next level. On top of the wide range of materials available there are other techniques such as embossing, debossing, and special die-cuts to add texture to your packaging. This can also bump up the value of your product giving it a more luxurious feel.

## Modern Natural

Modern natural designs use earthy tones, handmade illustrations, and characteristic typography. This allows you to bring your products closer to nature. This is a great way to indicate if your product is organic or uses recycled materials. In today's society, more and more people are becoming aware of "saving the planet" and they tend to look for more organic products that are less harmful to the environment. Using a modern natural design gives your product and brand a more earthy and organic aesthetic.



## Minimalism

Minimalism equals simplicity. "Less is more." With clean, simple lines a minimalist packaging design gives your product a quality that can speak for itself instead of relying on bold complex designs.

## Maximalism

Maximalism uses the phrase “more is more.” This style uses bold color combinations, layered images, and prominent typography to grab a consumer’s attention. With so many different elements, they’ll want to take a closer look. This design is all about using all of the space that is available.



## Foil

Adding foil to your packaging can take your product from being ordinary to luxury. Foil has been a continuous trend and a big part of making brands more luxurious looking. High-end and well-known brands continuously use foil on their product packaging. It’s a great way to add a little pop to your product while adding quality and value.

## Ecstatic Colors

Bold bright colors will always help your brand stand out on store shelves. Using ecstatic colors helps take your brand design a step further. These colors are saturated, punchy but still playful. Using ecstatic colors gives your product a confident, fearless impression. We see this trend taking over the beverage market with seltzers and cocktail drinks.



## Layering

Taking these design trends and layering them or utilizing more than one in your design can make your packaging pop! There are many ways to combine different techniques. Here are some ideas for possible combinations:

- Using a vintage design or a modern natural design with a tactile texture or special material.
- Using a minimalism design with foil to make your product clean and luxurious.
- Using minimalism design with typography and ecstatic color.



## Learn More Today

Labels and packaging are critical in getting new customers to buy your product. If you want to become more successful, it's important to be aware of new trends and utilize the ones that make sense for you. Whitlam Group can help guide you through every step. Give us a call today!



### Sources

- <https://www.creativeboom.com/features/packaging-design-trends-2023/>
- <https://www.creativeboom.com/features/luxury-packaging-design-trends-2023/>
- <https://99designs.com/blog/trends/packaging-design-trends/>

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