Packaging Trends for 2020

If you are in a business that uses product packaging, the New Year is a perfect time to update your design. Although you will not want to do a major overhaul that disorients customers, adding a few modern elements will give your products a fresh new look.

The upcoming year brings several new trends in logo and **retail packaging design** that can help you find a look that is right for you. Read on to find out what you can expect to see more of in 2020.

Packaging That Tells a Story:

The importance of telling a story that forges an emotional connection with consumers is more of a necessity than a trend. But with the growth of e-commerce, where customers can not touch a product before buying it, the need to tell a story in the product packaging is more important than ever. Companies should feel encouraged to use as many pictures and words as possible to let consumers know what a product is about before they buy it and to provide a unique experience when it is being unboxed.

Metamorphoses:

Packaging that has out of the box designs and illustrations will really stand out. The theme of metamorphoses is becoming more popular with images that feature half human, half animal characteristics or any combination that catches the eye while giving the consumer a hint as to what the product is all about.

Retro-futurism:

Retro-futurism might seem like two contradictory terms that have been spliced together but when combined, they can work quite well. Elements like neon colors and bold gradients will be coming together with nostalgic features to make everything that is old new again. This will provide a sense of nostalgia with an unmistakably updated look.

Blurry Color Splotches and Images:

This new trend in gradients gives products an abstract feel and an attractive look that will make consumers want to find out what's behind the blur.

Maximalism:

Minimalism has been a trend for quite some time and it will still be a favorite for some, but maximalism may be knocking it out of the ballpark in 2020. Consumers want a luxury experience and companies are hearing the call by providing **contemporary packaging design** with rich colors and textures.

Eco-friendly Packaging:

More a way of life than a trend, the world is getting more eco-friendly and they are demanding product packaging that meets their standards. As a result, companies will be seeking more plastic replacement options and they will be challenged to make striking designs with cardboard and other recyclable materials.

If you are looking to stay on top of packaging trends for 2020, the experts at Lien Design can help. Always on top of the latest trends, this San Diego **top packaging design agency** uses their knowhow to come up with custom packaging design that is eye catching, eco-friendly and cutting edge. Turn to them for an updated look that is sure to impress in 2020.

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