



Industry Trends

2022 PHARMACEUTICAL LABELING TRENDS

The labeling industry is constantly changing, particularly within the pharmaceutical sector. As compliances and regulations change, it is important to keep labeling safe and accurate.

Accraply's labeling experts have compiled the trends we'll be seeing in 2022 related to the pharmaceutical labeling industry.

Learn more about what to expect in the coming year and how to prepare for new and ongoing trends.



LABELING AT A GLANCE

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THE PHARMACEUTICAL LABELING INDUSTRY AT A GLANCE:

Market Drivers

The pharmaceutical industry is expected to grow at the highest compound annual growth rate in the global labeling machine market. Growing health care expenditures, increasing regulatory pressure and diversification in the range of products and materials marketed will all impact CAGR.

A closer look at these market drivers:



GROWTH IN THE PHARMACEUTICAL INDUSTRY

- Growing healthcare expenditures in developing economies: aging population, raising awareness of diseases/treatment options
- Growing Pharmaceutical e-commerce: labels and barcodes on various cartons and packages in the e-commerce sector
- Rising demand for accurate, high-speed, and simple labeling solutions will continue to fuel market growth

PHARMACEUTICAL INDUSTRY REGULATIONS

- Increasing demand for security labeling to avoid theft/and tampering
- Increasing demand for tracking: serialization requirements and anti-counterfeiting features
- Several government organizations are driving legislation to introduce uniformity in pharmaceutical packaging and labeling

BRAND OWNERS ARE DEMANDING GREATER PRODUCT DIVERSITY

- Wider range of products and product configurations contributes to increased production complexity
- Complexity drives demand for machines that can accommodate a wider range of materials and numerous technologies.
- New innovations in medication delivery systems require new innovations in labeling these solutions



MACRO TRENDS IMPACT

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MACRO TRENDS IMPACTING THE PHARMACEUTICAL LABELING MACHINERY MARKET

The pharmaceutical labeling industry will be influenced by several macro-level trends. These trends have been ongoing within the packaging industry and will be making an impact in the pharmaceutical industry specifically in 2022.

Major trends for 2022 include:

PRESSURE SENSITIVE LABELS

These labels will remain the favored technology in the pharmaceutical space as they are versatile, convenient, & available in different designs and patterns.

SHRINK SLEEVE LABEL SEGMENTS

This segment is expected to grow at the fastest rate due to the benefits 360° branding & messaging offers brand owners.

RECYCLABLE & BIODEGRADABLE LABEL PRODUCTS

Utilization of recyclable and biodegradable label products will become increasingly prevalent across labeling technologies.

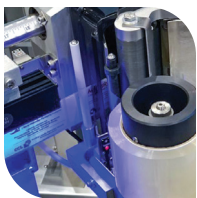
EXPANDED CONTENT LABEL DESIGN

Adoption of this label design is driving labeling requirements in the pharmaceutical space. (Usage instructions, label books, etc.)



DATA RESOURCES

Market Drivers and Macro Trend data was gathered from PMMI's 2020 Pharmaceutical & Medical Devices Trends & Opportunities in Packaging Operations Report and the Accraply Team.



OTHER TRENDS

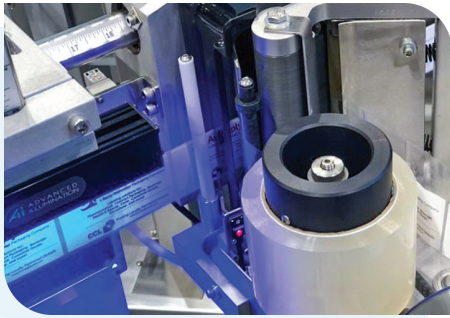
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OTHER PACKAGING INDUSTRY TRENDS

When looking at 2022 trends, it's important to keep in mind the packaging industry as a whole. While the pharmaceutical labeling process has different regulations and specifications than other markets, many of the same concepts can be applied across industries.

As the pharmaceutical industry develops, more diverse packaging that's appealing to consumers, while still complying to regulations will be key.

Some overall packaging trends to keep mind include:



AUTOMATION IN PACKAGING

The push for automation and the benefits of it will continue to grow in 2022. As the consumer market continues to grow, manufacturers are looking for high-quality packaging for their products that stand out from the rest.

Automation helps improve product quality and create more uniform looks, meeting the manufacturer's expectations every time. Automation is particularly beneficial in the pharmaceutical industry as you can increase efficiency while not sacrificing quality or regulation compliance.

New legislation could be passed requiring more uniformity in pharmaceutical labeling and packaging. Automation is a great way to adhere to new regulations as they pass in 2022 and beyond.

When it comes to automation, you can find the option that works best for you and your business, such as fully automated or robotic machinery.



LUXURY PACKAGING

We typically see luxury packaging for higher-end items like smartphones, alcohol, jewelry, etc. But the principles can be applied across other industries as well.

Luxury packaging typically contains a box, custom insert, and then the item nested inside. For the pharmaceutical industry, premium packaging options include label books, pamphlets, and instructions incorporated into the product offering.

According to [Industrial Packaging](#), from 2019 to 2021, luxury packaging grew over 3%, and it's expected to keep rising through 2022.

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SUSTAINABLE PACKAGING

As discussed in the macro trends impacting the pharmaceutical industry, sustainable packaging will be even more in demand. This trend has been growing over the past few years and will only continue to become more popular and sought-after.

Popular packaging materials include cardboard, recycled HDPE and rPET plastics, and compostable packaging. For certain markets, some materials include plant-based packaging, plant-able packaging, and even edible packaging.

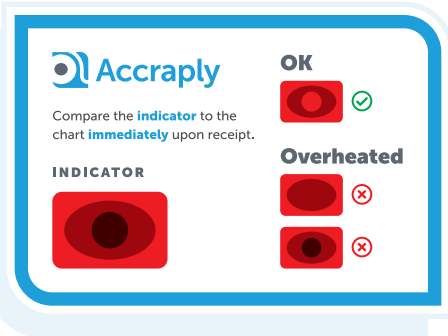


FLEXIBLE PACKAGING

Flexible packaging is another trend we've been seeing over the past few years, but it's expected to keep growing at an annual [average rate of 4.5%](#) over the next five years.

Within flexible packaging, transparent packaging is becoming more popular so consumers can see and almost touch the product before buying it. When it comes to flexible, transparent packaging, it can be a fine balance while still being sustainable and cutting down on plastic.

Paper and compostable packaging is making its way into the world of flexible packaging as an alternative to plastic.



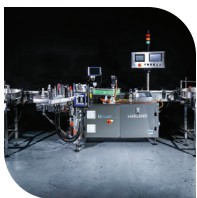
SMART PACKAGING

According to [Allied Market Research](#), the smart packaging market size is expected to reach \$37,797 million by 2022, with a CAGR of 7.8%.

Smart packaging can include radio frequency identification (RFID) and other sensors that help prolong the shelf life by monitoring the quality of the package's contents. Another example, utilizing heat-sensitive material as an indicator to ensure a vaccine hasn't had high heat exposure over time.

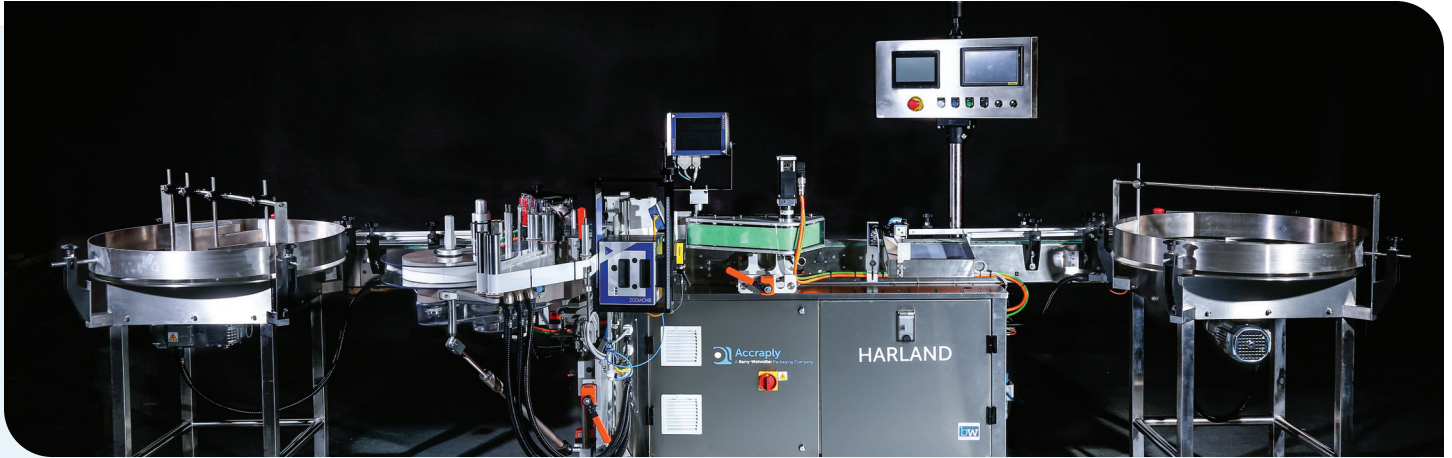
QR codes are also being used more in packaging designs, allowing consumers to interact with their packages in multiple ways. To enhance the consumer experience even more, VR and augmented reality technology is also being incorporated into packaging designs.

Within the pharmaceutical industry, smart packaging can be incorporated to meet the demands for secure labeling, and more advanced tracking features. This is also a great packaging solution for more personalized medicines that are being produced.



TRENDS IN PACKAGING DESIGN

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TRENDS IN PACKAGING DESIGN

Besides the type of packaging we'll be seeing in 2022, (more sustainable options, secure, smart features, pressure sensitive labels, etc.) it's important to also consider how those packages will look.

Consumers are wanting more interactive, engaging, and informative packaging, but they also want to find it visually appealing. Especially in the pharmaceutical industry, it's important for consumers to be able to easily read and identify information about their package and its contents.

The two most popular design trends we'll be seeing in the packaging industry, that can also incorporate into pharmaceuticals, include:

MINIMALISTIC DESIGNS

Consumers will be drawn to simple packaging designs that give a sense of calmness, peacefulness, and serenity. Both the colors and any graphic elements of the design will need to evoke these emotions.

For the pharmaceutical market, minimalistic designs can also help with making the packaging easier to read. Calm colors and simple designs ensure the consumer understands the product and feels better about it.

VINTAGE DESIGNS

Although more popular within food packaging, vintage designs will be growing in other markets as well. Eye-catching fonts, colors, and designs that bring a sense of nostalgia to consumers will be gaining in popularity in 2022.

PACKAGING TRENDS SOURCES

PMMI's 2020 Pharmaceutical & Medical Devices Trends & Opportunities in Packaging Operations Report

- [Industrial Packaging](#)
- [Flexible Packaging](#)
- [Allied Market Research](#)



ADDITIONAL RESOURCES

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ADDITIONAL PACKAGING RESOURCES

If you found this guide helpful, you may be interested in some of our other resources, both from Accraply and the entire Barry-Wehmiller family of companies.

BW Packaging Systems

BW PACKAGING SYSTEMS

Accraply is one of several Barry-Wehmiller companies represented in BW Packaging Systems, which brings together the labeling and packaging capabilities of Accraply, BW Flexible Systems, BW Integrated Systems, Pneumatic Scale Angelus and Synerlink.

Through their collective experience, BW Packaging Systems' companies provide deep, vast knowledge of packaging machinery to identify the best solutions for your pharmaceutical product packaging needs.

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