

## **Canned Food Packaging Shines Amid Inflation and Sustainability Goals**

With inflation putting pressure on consumers' wallets, traditional canned foods are emerging as a reliable and sustainable option in the competitive food packaging market. Companies like Bush's Beans and packaging supplier Sonoco are capitalizing on this trend, finding growth opportunities in the enduring appeal of metal cans.

Bush Brothers, known for its iconic Bush's Beans, has a longstanding partnership with Sonoco, a leader in metal packaging. Sonoco recently made headlines by announcing a nearly \$4 billion acquisition of European metal packaging specialist Eviosys, signalling its strong commitment to metal cans. This move is expected to expand Sonoco's global market reach to \$25 billion, reinforcing the stability and growth potential of canned foods.

Despite the rise of flexible plastic alternatives, metal cans remain a popular choice for food companies due to their affordability and sustainability. Cans are not only cost-effective but also have a high recycling rate, making them attractive to environmentally-conscious consumers. Robert Loggins, Director of External Affairs at Bush Brothers, highlights the "infinite recyclability" of cans as a key advantage, describing them as an "almost perfect packaging container."

Canned foods, which have been a pantry staple for centuries, continue to hold their ground in the market. Vegetables, tomatoes, soups, and ready-to-eat meals are driving growth, with companies like Sonoco and its competitors seeing steady demand for these categories. During the pandemic and the subsequent inflationary period, canned goods offered consumers a reliable and affordable food source, reinforcing their position in the market.

As companies innovate with convenient features like pull tabs and BPA-free linings, canned foods are poised to maintain their relevance. The combination of cost-effectiveness, sustainability, and consumer trust positions metal cans as a resilient packaging solution in an ever-evolving market.

Reference: <https://agronfoodprocessing.com/canned-food-packaging-shines-amid-inflation-and-sustainability-goals/>