



Located in Green Bay, Wisconsin - Operations: **920-983-8000** Sales: **920-983-8008**

---

<https://www.sierracoating.com/blog/2021/12/> > 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.