

How ECommerce Packaging is Evolving

When the world experienced a global pandemic and businesses were asked to close due to COVID-19 in 2020, physical retail stores were faced with a common problem: how to get their products into the hands of consumers.

We highlight how retailers have adapted to ecommerce packaging, and stress the importance of thoughtful packaging in this new era of online shopping.

EXAMPLES OF ECOMMERCE PACKAGING:

Reshaping the Customer Experience



Pods and Pouches

- Reduces weight & shipping costs
- Added barrier to potential leaks
- Softer, flexible packaging
- Replaces hard, fragile product containers
- Convenient product shape, size, and packaging for ease of use



Curated Subscription Boxes

- Makes up for lack of in-store experience
- Presents carefully selected products, tailored to the individual
- Can involve less packaging material
- Shipping box doubles as distinctive brand packaging

References
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TRADITIONAL DISTRIBUTION ENVIRONMENT



ECOMMERCE DISTRIBUTION ENVIRONMENT



The Impact of Distribution Environment on Packaging Considerations

KEY CONSIDERATIONS FOR A TRADITIONAL DISTRIBUTION ENVIRONMENT

- Shelf impact
- Merchandising
- Communication
- Containment
- Protection
- Designed to stand out among competitor brands on the store shelf

KEY CONSIDERATIONS FOR AN ECOMMERCE DISTRIBUTION ENVIRONMENT

- Product protection
- Shipping portability and durability
- Sustainability
- Branding
- Product packaging efficiency
- Unboxing experience

TRADITIONAL VS ECOMMERCE

CONSUMER CONSIDERATIONS for Ecommerce Packaging

90%

of people discover new brands and products on YouTube
(Thinkwithgoogle)

66%

of consumers willing to pay more for goods from socially & environmentally conscious companies
(Nielsen's Report)

2.1B

estimated number of online shoppers in 2021
(Spiralytics)

30%

of ecommerce packages are returned compared to the 9% returned to brick-and-mortar stores
(invespcro.com, 2021)

\$6B

amount of company ecommerce damage setback per year
(eMarketer)

58%

of Americans who consider an e-retailer relationship impacted by a damaged product
(eMarketer)

Packaging Consumer and Material Statistics

WHILE SUPPLIES LAST:

Statistics on Packaging Material Use

113.5B

Estimated market value of ecommerce packaging demand by 2025
(Smithers)

17%

Estimated accelerated compound annual growth rate (CAGR)
(Smithers)

\$10.2B

Value of worldwide ecommerce plastic packaging market in 2020
(Globe News Wire)

\$21.7B

Projected value of worldwide ecommerce plastic packaging market by 2026
(Globe News Wire)

38B

Number of reported cardboard/corrugated boxes produced in 2017
(Fiber Board Association)

90%

Number of recovered and recycled cardboard/corrugated boxes in 2017
(Fiber Board Association)