

2017 TRENDS IN E-COMMERCE PACKAGING

THE RETAIL INDUSTRY IS IN THE MIDST OF A COMPLETE TRANSFORMATION. WITH THE GROWTH OF E-COMMERCE AND A TECH-SAVVY CONSUMER BASE, THE DYNAMICS OF BUYING GOODS ARE CHANGING. AS PART OF THIS CHANGE, WE SURVEYED MORE THAN 200 PROFESSIONALS RESPONSIBLE FOR PACKAGING TO DISCOVER THE LATEST TRENDS IN E-COMMERCE PACKAGING.

HERE IS WHAT WE FOUND:

E-COMMERCE IS GROWING

MAJORITY OF RESPONDENTS SUPPORT A MIX OF ONLINE AND PHYSICAL CHANNELS



88% EXPECT E-COMMERCE SALES TO GROW IN THE NEXT TWO YEARS



12% NO CHANGE

PACKAGING FOR E-COMMERCE AFFECTS CUSTOMER EXPERIENCE

95% BELIEVE PACKAGING IMPACTS ONLINE PURCHASE EXPERIENCE



95% SAY BAD PACKAGING CAN RUIN THE ONLINE CUSTOMER EXPERIENCE



97% SAY GOOD PACKAGING CAN CREATE A MEMORABLE CUSTOMER EXPERIENCE



54% PRIORITIZE CONSISTENCY IN CUSTOMER EXPERIENCE OVER CHANNEL NEEDS



70% BELIEVE STORE SHELF AND E-COMMERCE ARE UNIQUE CHANNELS AND REQUIRE DIFFERENT PACKAGING

56% OF COMPANIES PRODUCE DIFFERENT PACKAGING FOR E-COMMERCE AND STORE SALES



COMPANIES WITH PRIMARILY PHYSICAL STORES BELIEVE: PACKAGING HAS LESS IMPACT FOR ONLINE SALES THAN STORE SALES

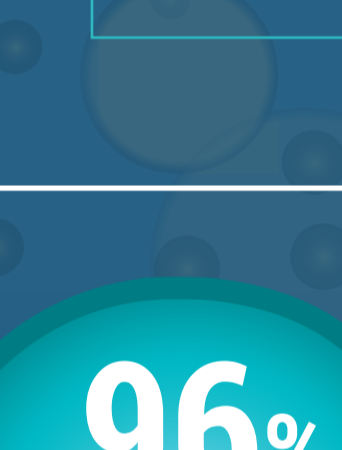


COMPANIES WITH PRIMARILY E-COMMERCE SALES BELIEVE: PACKAGING HAS MORE IMPACT FOR ONLINE SALES THAN STORE SALES

HANDLING ISSUES IN E-COMMERCE PACKAGING

BRANDS SAY THEY HAVE ULTIMATE RESPONSIBILITY FOR E-COMMERCE PACKAGING PROBLEMS

73% BRAND



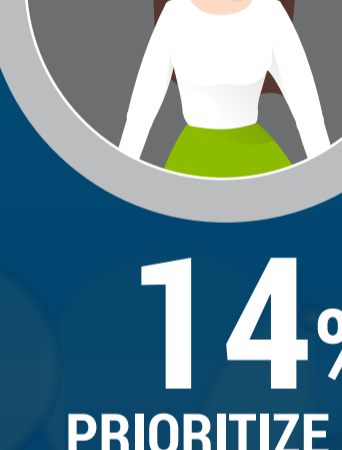
40% SHIPPER



35% E-TAILER



2% CUSTOMER



7 IN 10



SAY PACKAGING COSTS ARE A BARRIER TO EXPANDING E-COMMERCE INITIATIVES

96% THINK ABOUT WORST-CASE-SCENARIOS IN PACKAGING



BUT ONLY 54% TEST FOR THEM



52% PRIORITIZE SAFE DELIVERY OF THEIR PRODUCT



14% PRIORITIZE THE USER EXPERIENCE



OPPORTUNITIES TO DRIVE INNOVATION

COMPANIES SEE THESE AS THE TOP 5 OPPORTUNITIES TO DRIVE INNOVATION IN E-COMMERCE PACKAGING

1 RADIO FREQUENCY IDENTIFICATION (RFID)



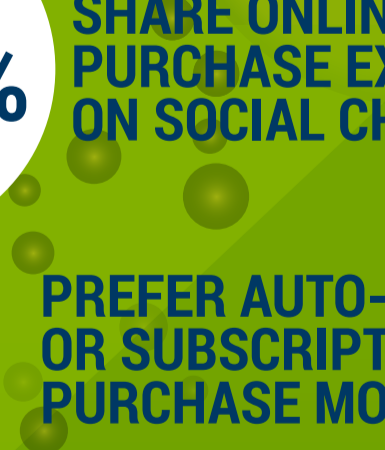
2 SUSTAINABLE PACKAGING



3 COST REDUCTION OF MATERIALS PREVIOUSLY OUT OF SCOPE



4 NEW MODELS FOR REPLENISHMENT SOLUTIONS



5 ABILITY TO SELF-REPORT ISSUES IN SHIPPING



TODAY'S E-COMMERCE BUYERS ARE DIFFERENT

28% WILLING TO PAY EXTRA FOR ADDITIONAL CONVENIENCES

29% AWARE AND DEMANDING SUSTAINABLE PACKAGING

49% SHARE ONLINE PURCHASE EXPERIENCES ON SOCIAL CHANNELS

34% PREFER AUTO-REPLENISHMENT OR SUBSCRIPTION PURCHASE MODELS

21% WANT SMALLER PACKAGES

14% DRIVE GREATER DEMAND FOR REFILLABLES AND CONCENTRATES

SURVEY DEMOGRAPHICS

TYPES OF GOODS MANUFACTURED



COMPANY SIZE



JOB LEVEL



PACKAGING RESPONSIBILITIES VARY



SOURCES

1 https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf

<http://engage.jabil.com/trends-in-e-commerce-packaging-whitepaper>

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