


# PULSE PACKAGING

In 2022, we conducted our latest survey to understand current consumer perceptions, attitudes and behaviors about packaging.

Learn more at [westrock.com/pulse](https://westrock.com/pulse)

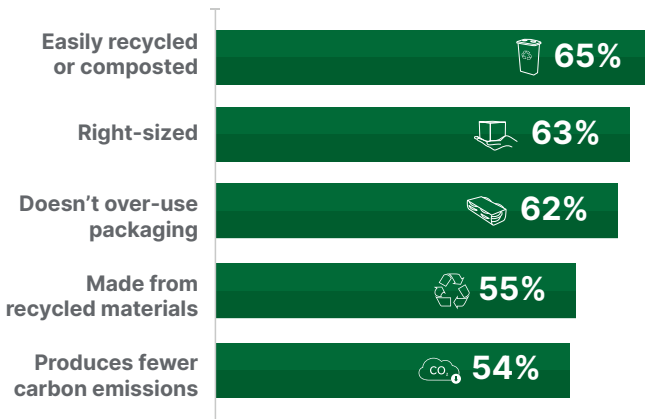
## SUSTAINABILITY DEFINED

Sustainability defined as recyclable and more - and worth paying a premium.




**More than half**  
of consumers are **willing to pay extra for eco-friendly packaging**

### Sustainable packaging features that impact satisfaction



## AESTHETICS

Packaging can elevate perception of a product.



**63%**  
say a **premium package elevates their perception** of the product it contains

Nearly **1 in 4**  
purchased a product because the **packaging was appealing**

**75%**  
say **packaging should reflect the content inside**

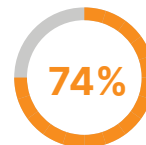


## FUNCTION & SAFETY FIRST

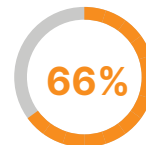
Packaging that protects the product impacts satisfaction, trust and purchasing behavior.



say packaging that keeps the product safe impacts **satisfaction**



say packaging made from materials that **prevent product from leaking/breaking impacts online purchase decisions**



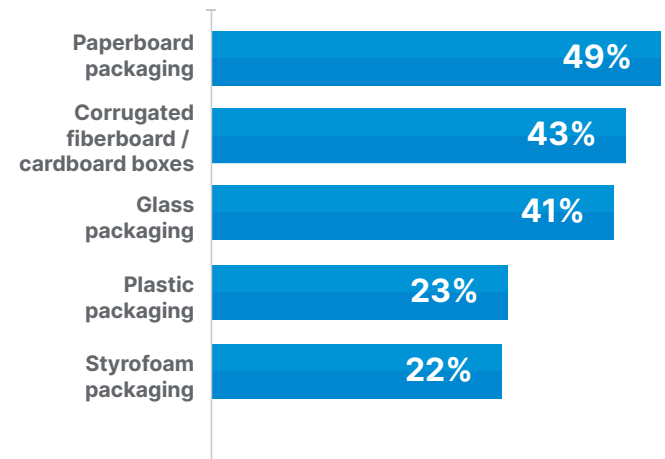
say packaging materials that **maintain the temperature of the product builds brand trust**

## PAPER VS. PLASTIC

Paper viewed as most sustainable packaging material – two times more than plastic.

 **2x** as many consumers **associate sustainability with paper vs. plastic**

### Ratings of Environmental Friendliness



Methodology: WestRock surveyed 1,034 adults in the United States aged 18 and over on their perceptions and views of packaging and packaging-related matters. The survey was conducted online in September 2022 with a representative sample mix.