

PACKAGING MATTERS™ for Education



About the study

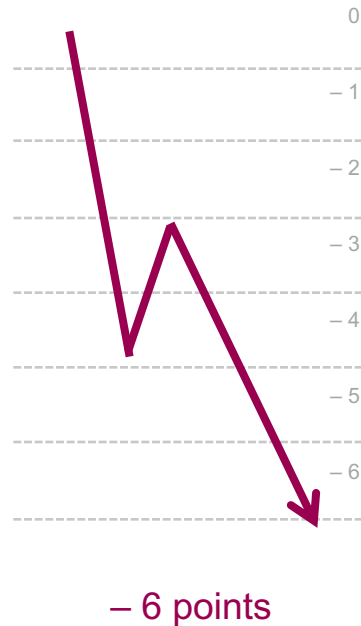
At WestRock, we believe packaging matters—to brands, retailers and consumers. And so we study it in depth through the entire packaging lifecycle, across categories and countries, going deep on trends like safety and online shopping. Packaging Matters Pulse is a quick read on the key market drivers for packaging and why it matters in a rapidly evolving marketplace.

Methodology

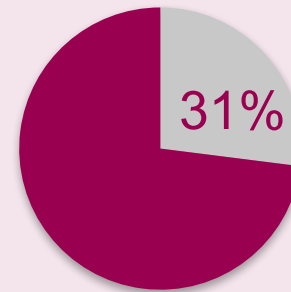
Packaging Matters Pulse was fielded with a sample size of 1,000 U.S. general population consumers from March 9-16, 2017 via a 15-minute online survey. The margin of error is +/- 3.1% at the 95% confidence level.

The new retail environment is a great opportunity to leverage packaging as an educational tool.

Packaging satisfaction for meal kit subscriptions is lower—a full six points below the average from our Pulse survey (71% v 77%).



Online food service delivery packaging and meal kit subscription service packaging ranks among the worst this year; 31% of those surveyed said they were either moderately, slightly or not at all satisfied for both.



Not many consumers have experienced these subscription services yet.



About one in ten are currently subscribing



Fewer than one in five have any level of experience with these new services



Of those who do have experience, most (8/10) say they would discontinue a subscription if the packaging is bad.

To learn more:

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Source:

WestRock Packaging Matters Pulse (March 2017) Q1 Please indicate how satisfied you are with the packaging for private label products. Q23. Have you ever tried or do you currently use any of the following subscription-based online services? Q24. How likely are you to discontinue a subscription-based online service due to bad packaging? Total n=1002

