

PACKAGING MATTERS™ for Trust



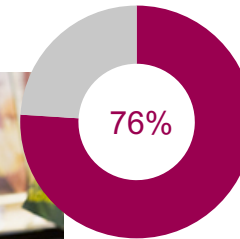
About the study

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.

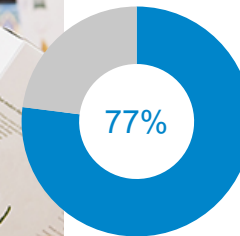
Methodology

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.

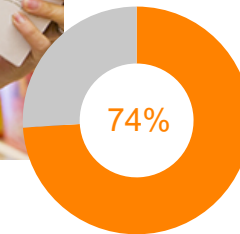
As consumers continue to experiment with new ways to purchase, consume and receive products, packaging can play an important role in reassuring them they can trust the product and the brand.



76% say brands build trust by using high quality materials and ingredients in their products



77% say packaging that uses materials that “keep me and my family safe,” builds trust



74% say that packaging labels which communicate transparently and honestly about product ingredients and potential dangers build trust

To learn more:

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Source:

WestRock Packaging Matters Pulse (March 2017): Q10. Below is a list of actions a brand could take in order to build trust in its products. How impactful would the following actions be on building your trust? (% extremely or very impactful) Total n=1000

