WestRock Packaging Matters™

We study packaging because it matters — to brand owners, retailers and consumers.

Packaging is more important than ever to consumers, and packaging professionals have areas to improve.

66% of consumers have tried something new because of the packaging.

86% of packaging professionals believe consumers would purchase a product because of visually appealing packaging.

50% of consumers have done so.

In fact, 78% of consumers said it is more important to focus on features that make using products easier.

66% of packaging professionals believe they are currently making a strong effort to improve packaging to meet consumer need.

14% of consumers agree.

Consumer insights drive brand owner and retailer success.

Key takeaways:
- Balance innovations between functional and aesthetic features
- Focus on safety and sustainability of packaging
- Build packaging strategies to increase brand awareness and loyalty

Packaging professionals can use consumer insights to generate better business outcomes.

www.westrock.com
©2016 WestRock Company. All rights reserved worldwide.