

The Role of Packaging in an Online Marketplace - US - February 2019

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This report looks at the following areas:

Roughly one third of online shoppers think a lot about how items they buy online will be packaged for delivery, and packaging concerns prevent people from buying products like groceries and electronics online. Ecommerce players must take steps to ensure products are well protected so they arrive in perfect condition, reduce packaging waste and increase packing efficiency, and adapt packaging to branding preferences and expectations.



"The role of packaging in the online shopping channel is becoming a core focus for brands and retailers as consumers shift more of their spending online. Packaging concerns tend to fall into one of three areas – packaging integrity, environmental impact, and appearance."

- **Matt Lindner, Senior eCommerce Analyst**

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