PACKAGING MATTERS™ for Education

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

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.

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

0
− 1
− 2
− 3
− 4
− 5
− 6

− 6 points
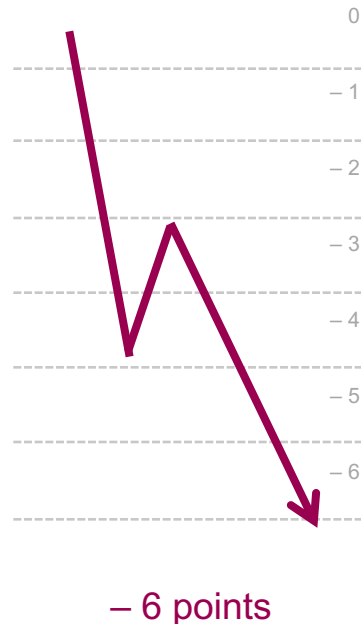
Online food service delivery packaging and meal kit subscription service packaging ranks among the worst this year; 31% of those surveyed said they were either moderately, slightly or not at all satisfied for both.

31%
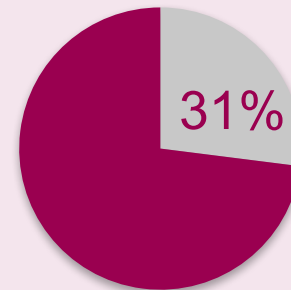
Not many consumers have experienced these subscription services yet.

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:
www.westrock.com/packagingmatters
packagingmatters@westrock.com
Facebook.com/WestRockCo
Twitter @WestRock
https://www.linkedin.com/company/westrockcompany

WestRock