

# PACKAGING MATTERS™ for Brand Presence



## 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 competition intensifies for consumer attention at the shelf and on screen, packaging can provide an edge.

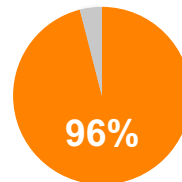
42% of consumers have used a product more frequently because of the packaging

35% of consumers have changed brands because of new packaging

65% of consumers have tried something new because of the packaging



## Private label versus brand—how can packaging provide an edge? #



96% of consumers are either very or somewhat satisfied with private label packaging.



9/10 consumers think private label products are the same quality (56%) or better (35%).

## 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. (% completely / very / moderately satisfied) Total n 1000*

*WestRock Packaging Matters Study (2016)*

