What consumers want from offline and online retail packaging

Björn Thunström and Essi Lauri, Stora Enso
“Everything that’s made with fossil-based materials today can be made from a tree tomorrow”
Packaging is paramount

Essi Lauri
Self-perception – ideal vs. real me

IDEAL ME

REAL ME
“Packaging is paramount, despite many claiming that it’s what’s in it that matters. Actually, in real life the packaging can help evaluate the content giving it a premium, natural feel.”
Packaging creates the emotional connection between the product and the consumer

Speedy and subconscious decision-making makes the packaging even more important
CONSUMER INSIGHT

“Brown papers and paperboards used to be considered as cheap and low quality, but today research shows that brown equals high quality, natural, eco-friendly and hand made. It is the new premium.”
Perception of packaging

“Cheap convenience food”

“Premium”

“Organic/healthy”
CONSUMER INSIGHT

“The physical connection you experience with a packaging says just as much as the visual. If the packaging is too light and collapses in your hand you will dismiss it as low quality.”
Unutilized media that gets invited to consumers’ home

Tactile strength communicates quality – but it isn’t just a feeling
The online packaging consumers and retailers want

Björn Thunström
We have followed the life of 120 consumers and performed deep interviews with >20 e-tailers.

**Consumer journey**

“App” for consumer diary and documentation of packaging experience

**Customer journey**

Structured interviews with e-tailers and visiting fulfillment centers
Consumer experience of the packaging
~50% state that the packaging does not live up to the quality of the ordered product.

Source: Results from in-depth consumer study with 120 participants from Poland & Sweden

Conclusion: There is room to improve online packaging.
Consumer pleasure and pain points along the online packaging buyer journey

Source: Results from in-depth consumer study with 120 participants from Poland & Sweden
Online retail pick and pack process
## Five areas to address for better packaging for both consumers and e-tailers

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<tr>
<th>DESIGN</th>
<th>Consumers</th>
<th>E-tailers</th>
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<tbody>
<tr>
<td></td>
<td>More attractive design</td>
<td>Design of boxes for multi-brands</td>
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<tr>
<td>SMART FEATURES</td>
<td>Hassle free packaging</td>
<td>Match product and packaging quality</td>
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<td>PROTECTED</td>
<td>Un-damaged goods with tight fit</td>
<td>Cost efficient packaging with sealing, opening and carrying features</td>
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<td>SUSTAINABLE</td>
<td>More environmentally friendly</td>
<td>Reduced # of packaging sizes and formats</td>
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<td>PERSONAL TOUCH</td>
<td>Attractive presentation and personal touch</td>
<td>Minimal use of filling materials</td>
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<td>Non-plastic filling materials</td>
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<pre><code>                 |                                                     | Avoid multi-material packaging                                |
                 |                                                     | Efficient packaging, attractive presentation and un-boxing experience |
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Let us present an example of online packaging innovation: The MULTIBUCKLE (patent pending)
Thank you and meet you at our stand!