

Packaging Features

on Purchase Considerations

This week's insights were collected Friday, February 19 – Sunday, February 21 among a general population of n=300 U.S. consumers age 21+.

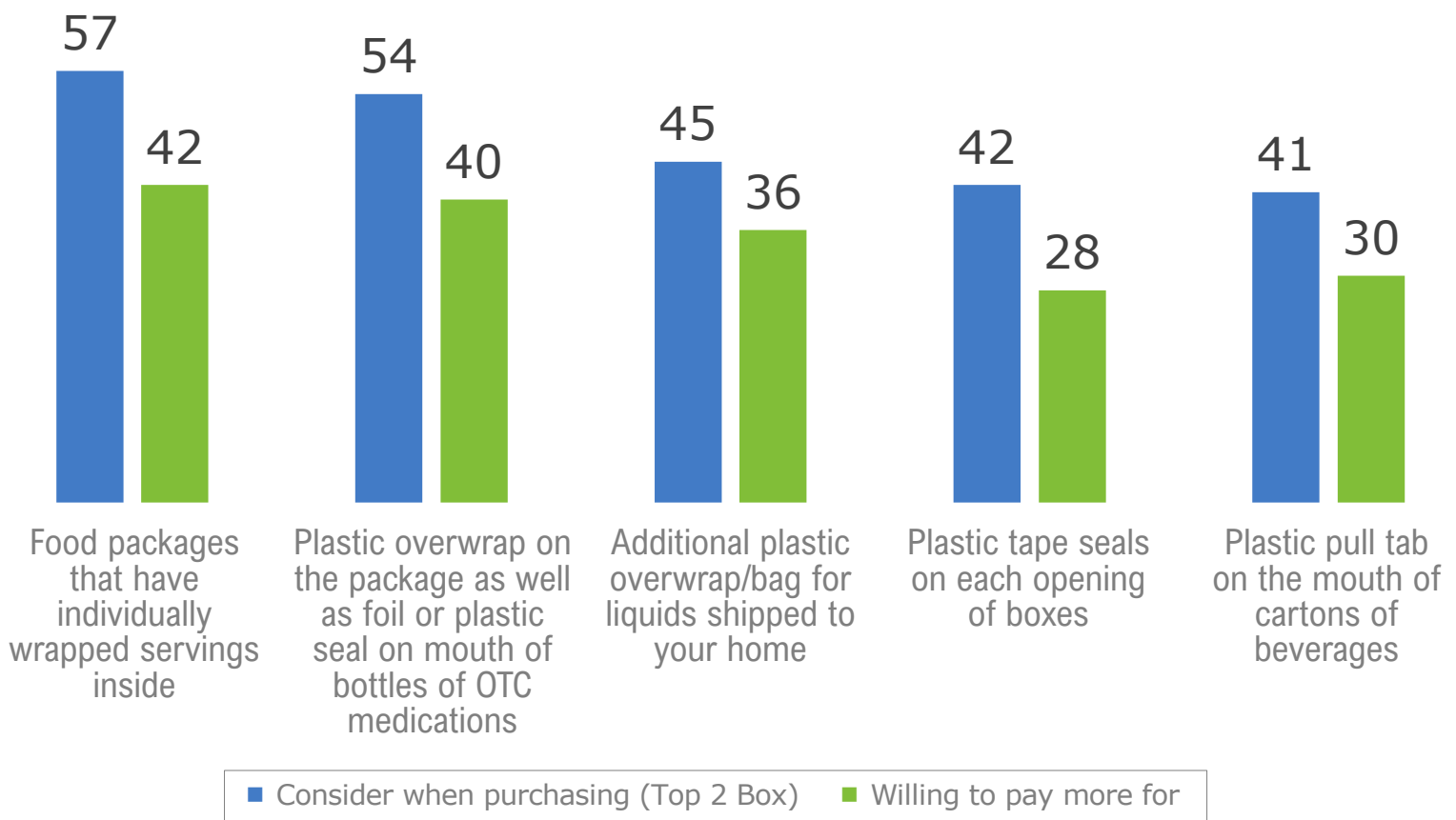
Extra Packaging for Protection is Good, and Worthy of Higher Prices. Many consumers consider the various packaging features that add protection/safety to products when making a purchase. Additionally, some are willing to pay more for such packaging features. The primary concern of packages without these additional added features is contamination of the product.

Most shoppers find sustainable/environmentally friendly packaging to be important.

Packaging Considerations

% of Total Respondents

39% Take packaging into consideration before making a purchase



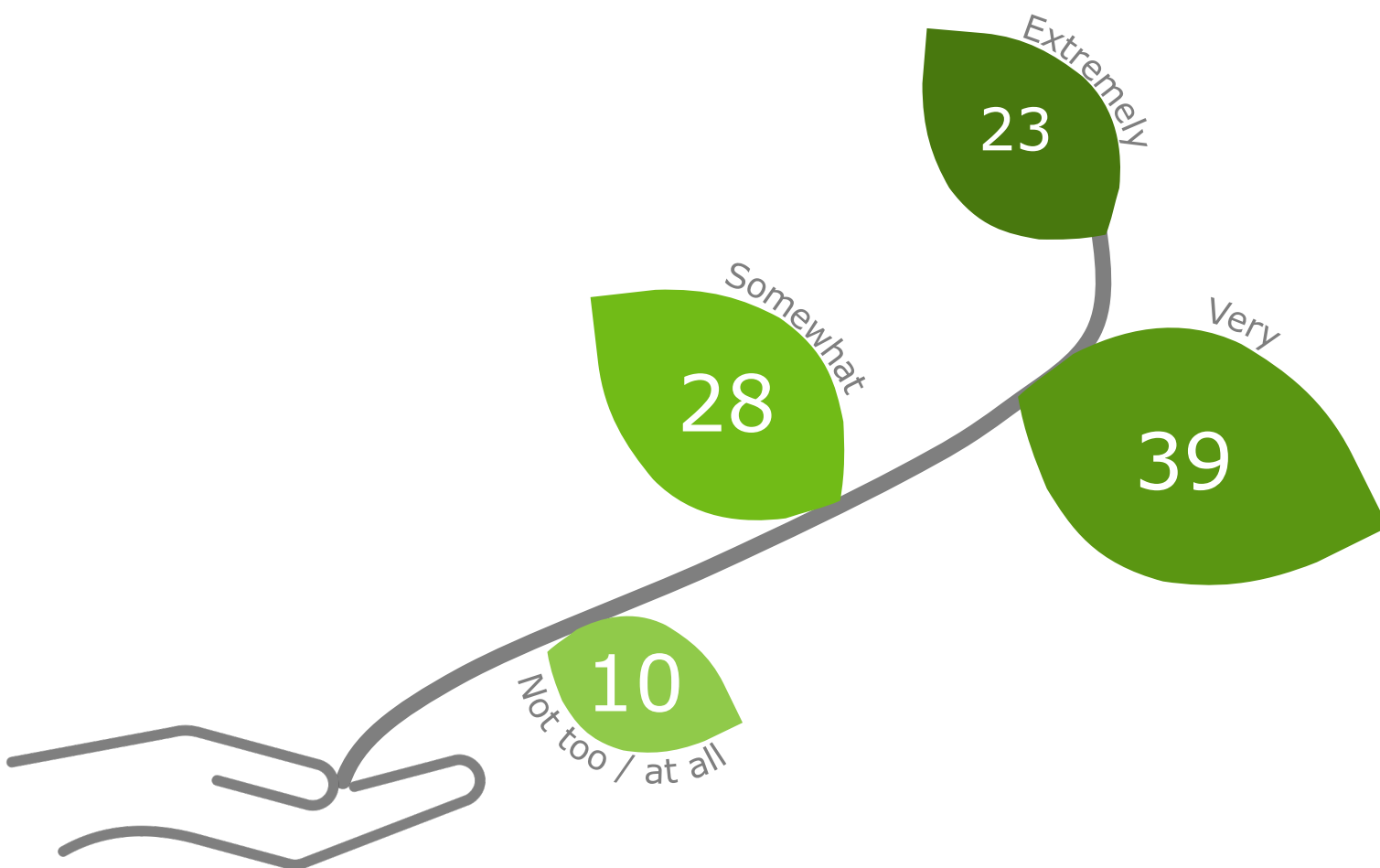
Main Concerns for Packs Without Individually Wrapped Items/Sealed Lids

% Total Respondents



Importance of Sustainable/Environmentally-Friendly Packaging

% Total Respondents



Base: Total (n=300)
 Q1 Please select the point closest to the statement that best describes you when shopping for products.
 Q2 The following packaging features used by some brands are included for safety, freshness or convenience; however, they require additional material/packaging. What impact do the following packaging features have on your purchasing decisions?
 Q3 Would you be willing to pay more for a brand that has...
 Q4 What would be your MAIN concern if a products' packing did not have individually wrapped items or sealed lids/caps before using?
 Q5 How important do you feel it is that brands utilize sustainable/environmentally-friendly packaging for their products? This would include packaging made out of recycled and/or recyclable materials, as well as reusable containers.