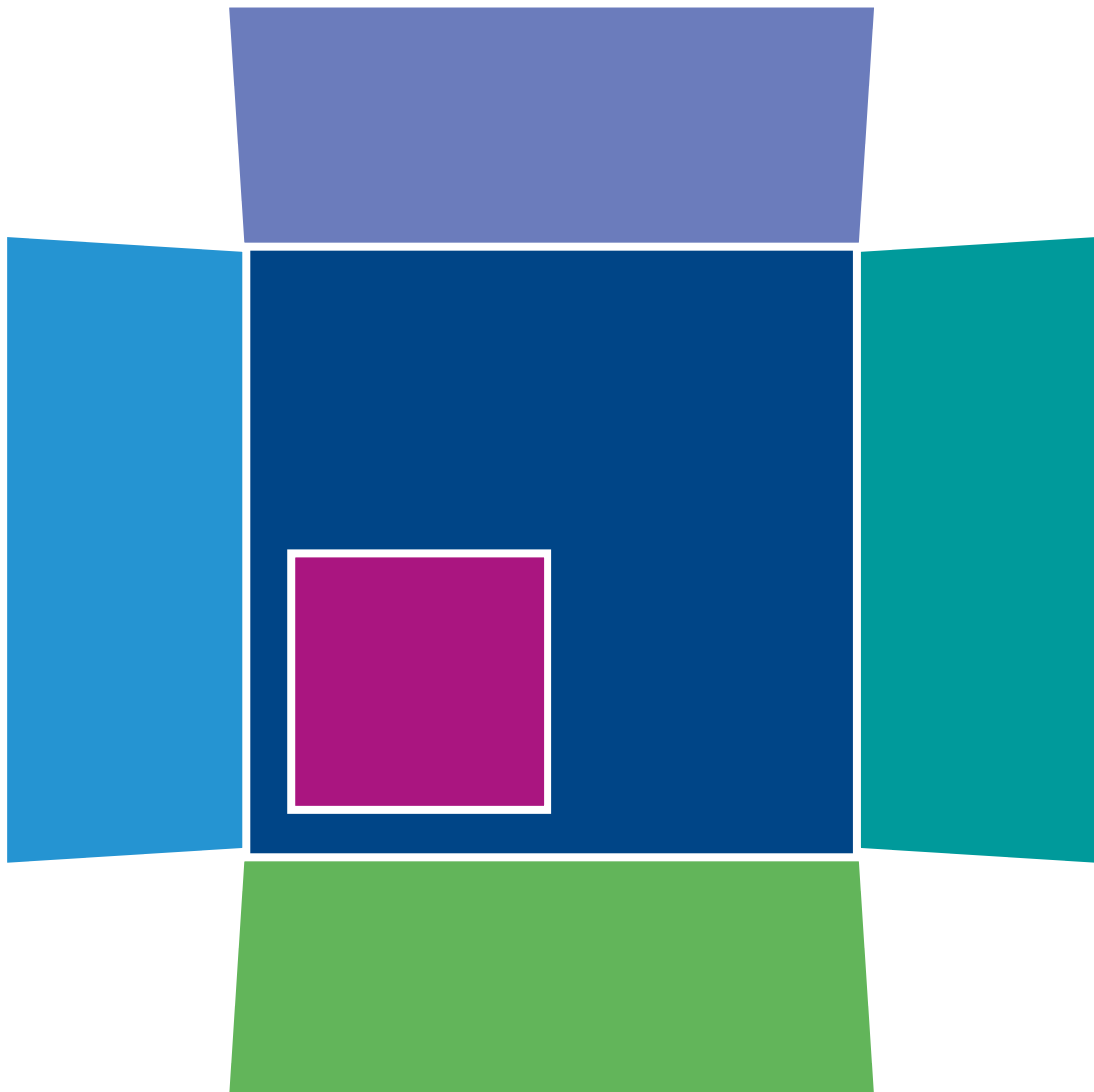




Unboxing

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Macfarlane Packaging's Unboxing Survey 2018

This year, we have conducted our third unboxing survey and found that nearly a quarter of customers (24%) receive products in packaging too big for its contents.

We collected over 200 survey responses concerning different online retailers, of which 60% covered items across the fashion, home & garden and health & beauty industries.

In addition to overpacking, we also discovered that almost one in three respondents believed the packaging was not a good fit for the products, whereas 10% thought that retailers used too little packaging.

Here are the main findings of our unboxing research:



2018 results

Finding the right balance between adequate packaging and transit protection is one of the key challenges that online retailers face today.

The growing environmental concerns of customers increase the pressure on retailers to ensure their packaging is eco-friendly and produces minimal amount of waste.

Statistics vary depending on the sector, however, show that there are still lessons to be learnt across all the industries examined.



Fashion

Items such as clothes, shoes and accessories seem the easiest to pack and ship, meeting customer expectations in almost all the categories we looked at.

None of the parcels arrived damaged, and most were easy to open, simple to dispose of and used sufficient packaging to protect the contents in transit.

However, 22% of respondents believed the packaging used didn't reflect the value of the brand, an area where fashion retailers still have space for improvement.

10% of respondents also thought their parcels arrived overpacked and further 10% said that packaging wasn't a good fit for their products.

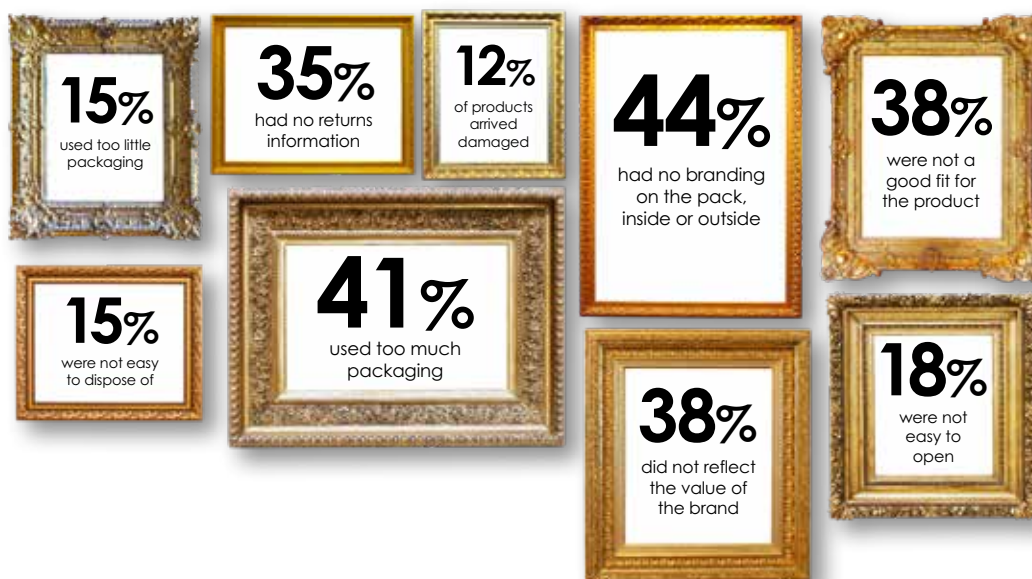


Home & Garden

The highest number of products arriving damaged (12%) was recorded in Home & Garden due to the differences in size, weight and fragility of the products belonging to this category.

Interestingly, it was also the industry where consumers believed retailers were using too much packaging (41%), which creates a tricky dilemma between providing adequate protection while preventing overpacking.

Home & Garden retailers also need to work on their brand visibility as 44% of parcels in our study arrived without branding on the pack and 38% of respondents believed the packaging didn't reflect the value of the brand.



Health & Beauty

40% of Health & Beauty packages in the study were believed not to be a good fit for the products, the highest across the three sectors we examined.

This is because retailers in this industry mainly use postal boxes that are often too big for the contents to ship their products (30% of sellers used too much packaging according to our survey).

This is in line with recent research by DS Smith which has revealed that 34% of global retail business leaders use packaging at least double the size of the contents when shipping products worldwide.

Only 3% of products in our survey, however, arrived damaged and all of the packages were easy to discard.



Conclusions

The results of our unboxing survey show that retailers still have plenty of room for improvement, especially as far as overpacking is concerned.

Some industries, such as fashion, seem to perform better than others, but it's important to remember that each sector comes with its own challenges and specific needs and there isn't always a universal packaging solution that would suit all requirements.

Packaging that is a good fit for products offers increased protection, creates less waste and presents customers with smart, aesthetically-pleasing packages that delight and help deliver a memorable unboxing experience.

At Macfarlane Packaging, we work closely with retailers and manufacturers across various industries to help them find the best, most-optimised packaging solution for their products while saving costs in their operations.

Contact us to speak with one of our packaging experts.



To find out more about how Macfarlane Packaging can help you to improve the 'unboxing experience' for your customers call **0800 2888 444** or email response@macfarlanepackaging.com