

# CONSUMERS CHOOSE FLEXIBLE PACKAGING

Flexible packaging enhances brand value while delivering convenience and sustainability

## FLEXIBLE PACKAGING DELIVERS BRAND IMPACT

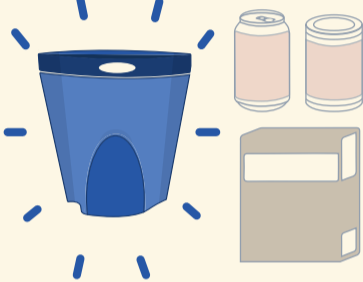
**80%**

of brand owners agree that **packaging influences** brand value<sup>2</sup>



**81%**

of consumers say they notice when a **product appears in different packaging**<sup>1</sup>



**97%**

of brand owners who currently use flexible packaging said they **plan to continue to use the same amount or more in the next five years**<sup>2</sup>



## CONSUMERS SEEK THE CONVENIENCE OF FLEXIBLE PACKAGING

### TOP 3 PACKAGING ATTRIBUTES RATED BY CONSUMERS

**66%**

easy to store<sup>1</sup>



**65%**

ability to reseal<sup>1</sup>



**60%**

easy to open<sup>1</sup>



## CONSUMERS ARE WILLING TO SPEND MORE MONEY FOR FLEXIBLE PACKAGING

**60%** OF CONSUMERS will pay more for packaging that offers easy storability, ability to reseal, easy opening and extended shelf life<sup>1</sup>

**12% MORE MONEY**

for packaging that is **easy to open** and/or **better for the environment**<sup>1</sup>

**13% MORE MONEY**

for packaging that is **easy to store** and/or **extends product life**<sup>1</sup>

**14% MORE MONEY**

the ability to **reseal a package**<sup>1</sup>



## FLEXIBLE PACKAGING CREATES LESS FOOTPRINT

To transport packaging for an equal amount of product, it takes:<sup>3</sup>



**MORE THAN 26 TRUCKLOADS OF UNFILLED GLASS JARS**

VS

**01**



**TRUCKLOAD OF UNFILLED FLEXIBLE POUCHES**

For more information about flexible packaging and this study, visit [www.flexpack.org](http://www.flexpack.org).