

ECOMMERCE GROWTH IMPACTS ON PACKAGING AND LABELS



RRD highlights eCommerce findings from its 2023 (Un)Packaging Reality Report.

ECOMMERCE GROWTH

Did your organization see an increase in eCommerce orders in 2022 over the prior year?



60% of respondents saw an increase in eCommerce orders



19% of respondents reported they stayed the same



11% of respondents said they decreased

ECOMMERCE VS BRICK-AND-MORTAR

When distilled for direct comparison, reported changes to package design for eCommerce vs. brick-and-mortar retail were comparable.

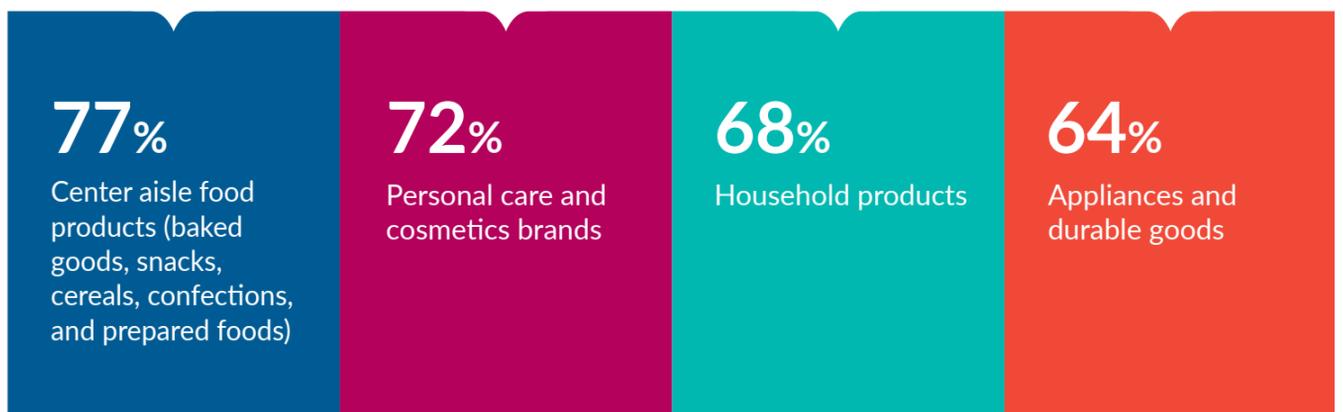
19% overall said they developed a special eCommerce specific package design.

17% overall altered package design to enhance the appearance or functionality for brick-and-mortar retail.

BREAKDOWN BY INDUSTRY

Survey respondents represented packaging and labels decision-makers from a wide range of different product categories.

The top impacted product categories for respondents reporting increased eCommerce orders:



92% of respondents reported increased packaging needs due to eCommerce demands. Percentage of respondents that saw an increase in packaging needs due to the increase in e-commerce orders over the past year:



MEETING ECOMMERCE NEEDS

Packaging: In order to support an increase in eCommerce orders:



Labeling: Of the 86% who saw an increase in labeling needs due to an increase in eCommerce orders:

