



Shoppers share their perceptions on this fast-growing trend\*

A new and fast-growing category, “functional packaging” is helping brand owners add value to consumers hurried lifestyles through innovative product packaging solutions. This packaging innovation includes ease-of-use flexible pouches, stickpacks and pressure-sensitive reclosures.

Here are the seven key consumer research findings that make functional packaging a trend worth paying attention to...

## 1 Freshness

Packaging that provides a secure seal to ensure product lasts longer

68%

of consumers identified freshness as a key packaging feature

Avery Dennison omnibus study



82%

of consumers felt freshness was an important factor when food shopping

Lightspeed/Mintel study

## 2 Ease of use

Packaging that does not require the use of scissors or other tools to open and can be easily resealed

58%

of consumers sought packaging features with the ability to reseal and close

Avery Dennison omnibus study



70%

of consumers remove food products, like produce, meat and cheese from store packaging after purchase

Avery Dennison omnibus study

## 3 Sustainability

Minimizes or eliminates waste

58% of consumers wanted instructions on how to dispose or recycle packaging on the back of the packaging for products they purchased

Avery Dennison omnibus study



## 4 Storability

Packaging provides adequate storage and protects contents inside

44% of consumers stated ease of storage as a desired packaging feature

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## 5 Convenience

Packaging offers on-the-go single size packaging

45% of shoppers look for packaging that delivers lifestyle convenience

Lightspeed/Mintel study

25%

of consumers age 18-34 value packaging that is portioned for snacks or smaller meals

Lightspeed/Mintel study



## 6 Flexibility

Packaging that is portable and offers a cue for repurchase

22%

of consumers appreciate packaging features that offer portability

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18%

of shoppers age 18-34 express a desire for packaging to provide food that can be eaten on-the-go

Lightspeed/Mintel study

## 7 Protection

Packaging that ensures the safety of the contents

43%

of shoppers seek packaging features that offer protection of the products inside

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Label and Packaging Materials

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