

PACKAGING CONVERTERS GUIDE: 4 KEYS FOR FUTURE VIABILITY

As consumers and brands shape emerging packaging requirements, converters must find materials and streamline processes to meet these needs.



01 eCommerce

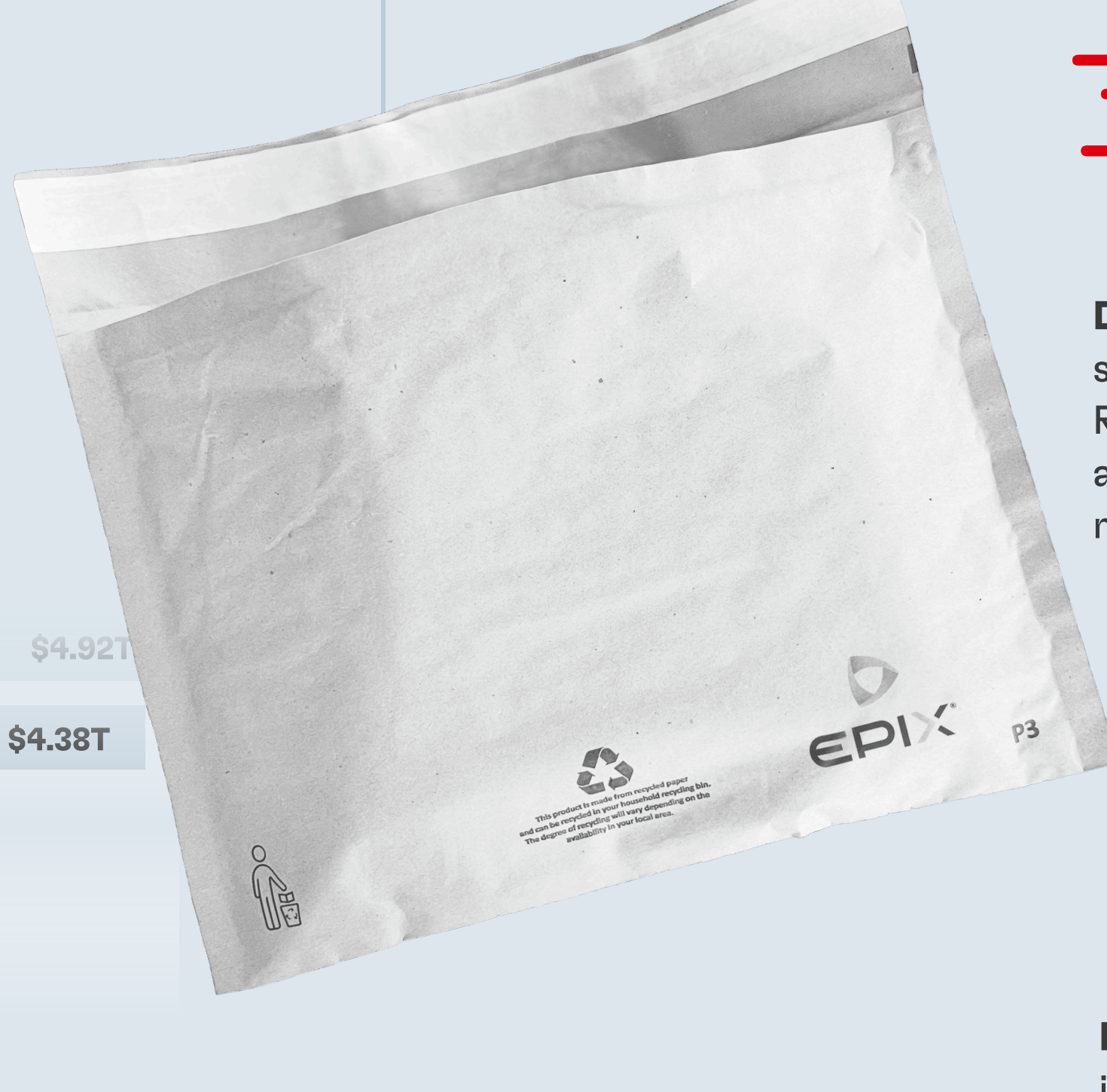
Packaging converters need to collaborate closely with suppliers. The goal is to find or co-create innovative material solutions that often must meet conflicting performance requirements in eCommerce packaging. A powerful example is the EPIX® technology portfolio. Learn more [here](#).

\$4.32 T

in 2025 marks the massive and globally growing eCommerce market, projected to expand at a 8.02% CAGR through 2029. ¹⁾

#2	Germany	\$4.92T
#3	Japan	\$4.38T
#4	eCommerce	\$4.32T
#5	India	\$3.72T
#6	United Kingdom	\$2.95T

If eCommerce represented the GDP of a country, it would rank **#4 out of 195** countries in size. ¹⁾



Driving new packaging and shipping requirements. Revitalizing the use of paper and paperboard packaging materials



Mandating material innovations in packaging. Creating “opposing” performance needs such as durability, lightweight, and sustainable

02 Sustainability

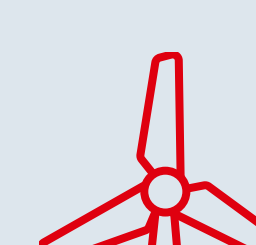
Packaging converters need to partner with suppliers to reevaluate packaging materials and maximize circular recycling, reusable packaging, and renewable materials. For example, corrugated has a 93% recycling rate in the US.²⁾ The average box is recycled 7 times and contains nearly 52% recycled material.³⁾

92%

of shoppers say sustainability is important when choosing a brand.

~By comparison, 90% of consumers in the U.S. like chocolate.⁴⁾

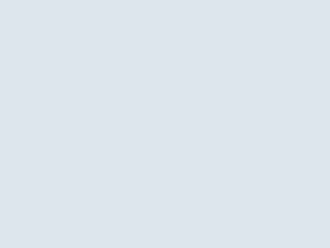
Regulated by legislation such as



The Extended Producer Responsibility (EPR)



The Inflation Reduction Act (IRA)

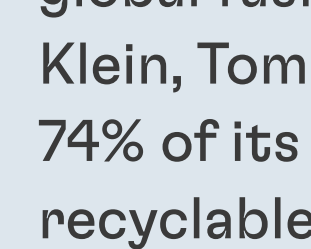


The U.S. Break Free from Plastic Pollution Act of 2021 (BFFPPA)



Required by brands

Brands are adopting environmentally conscious packaging and mandating it from converters, encompassing all elements of packaging: base material, adhesives, and inks (i.e. soy-based inks).



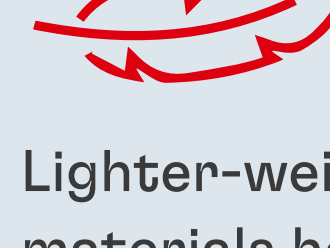
The PVH apparel company (i.e., Calvin Klein, Tommy Hilfiger), converted 74% of its packaging to fully recyclable and aims to reach 100% by 2025.⁵⁾

• **Boxed Water** has eliminated plastic bottles by providing water in sustainable packaging—a 92% plant-based carton that is 100% recyclable.⁶⁾

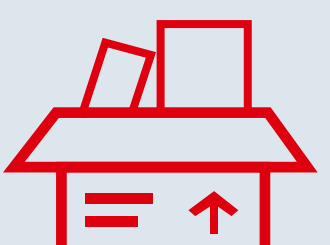
03 Cost reduction and optimization

Packaging converters need to continually optimize packaging designs and source lightweight material solutions that elevate packaging performance, increase manufacturing efficiencies, combine primary and secondary packaging when feasible, and ultimately reduce shipping costs.

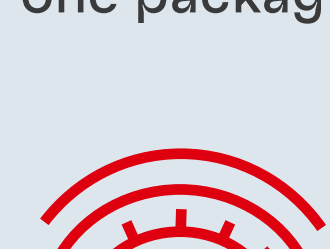
Driving packaging trends for brands, eCommerce companies, and packaging converters



Lighter-weight packaging materials help reduce shipping costs



Primary and secondary packaging are becoming one packaging solution



Packaging converters require improved efficiencies



Influencing packaging material choices that help reduce shipping costs

56%

of retailers name shipping costs as their biggest fulfillment challenge.⁷⁾

70%

cart abandonment rate is frequently due to shipping fees.⁸⁾

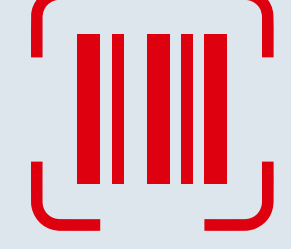
62%

of shoppers won't buy from a retailer that doesn't offer free shipping.⁹⁾

04 Emerging packaging trends

Packaging converters need agility to stay on top of changing preferences and requirements, allowing the integration of new capabilities and dynamic developments. That's how packaging converters build a future-focused organization.

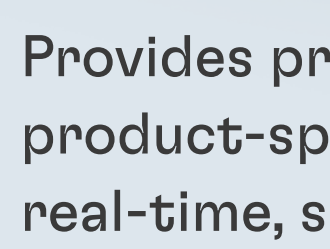
Smart packaging



Uses barcodes, quickresponse (QR) codes, or sensors with radio frequency identification (RFID) technology



Provides product tracking and product-specific information in real-time, such as spoilage, temperature tracking, and tamper-evidence



In turn, these capabilities enhance consumer trust in products and brands

62%

of online shoppers consider trustworthiness the most important brand feature.¹⁰⁾

56%

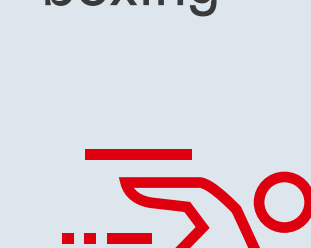
of online shoppers in the U.S. are willing to spend more with a trusted retailer.¹¹⁾

\$38.3 B

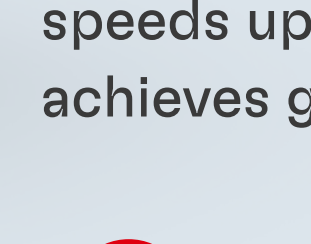
is the projected value of the smart packaging market by 2033.¹²⁾

Packaging automation

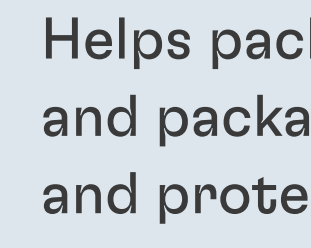
Minimizes manual handling with fit-to-size, automated boxing



Reduces operating costs, speeds up processes, and achieves great efficiencies



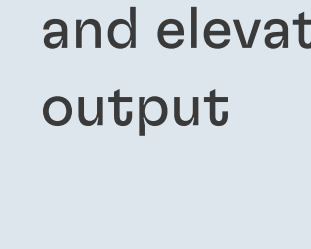
Helps packaging converters and packaging lines increase and protect profits



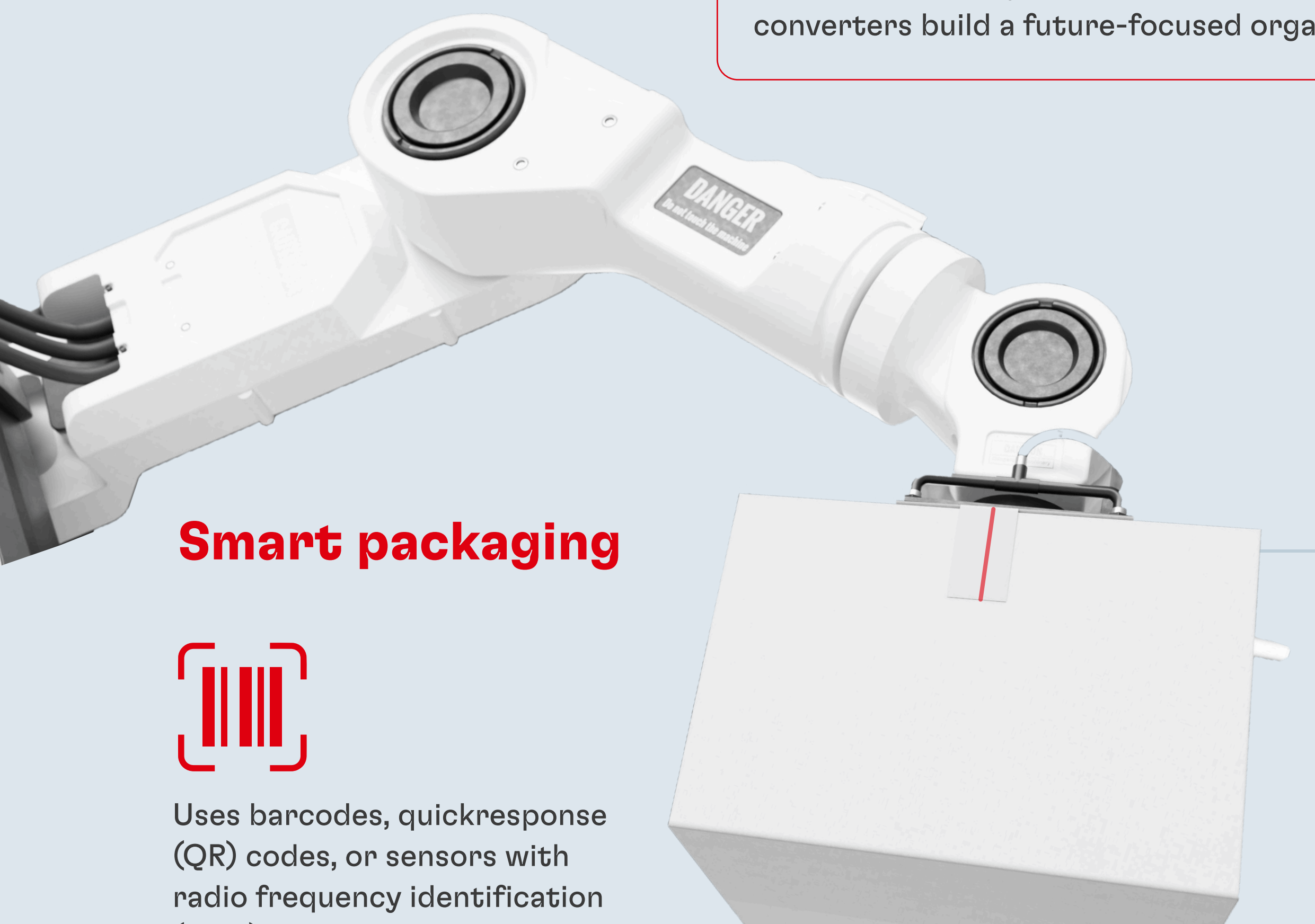
Digitization



Streamlines processes, improves decision-making, and elevates manufacturing output



Brings challenges such as new skills, technology integration, traceability, accountability and reporting compliance, and supply chain compatibility issues.



Summary

Packaging converters need agility to stay on top of changing preferences and requirements, allowing the integration of new capabilities and dynamic developments. That's how packaging converters build a future-focused organization.

To learn more, please visit the Henkel Adhesive Technologies EPIX® [technology webpage](#).

Sources

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- 2) <https://www.afandpa.org/news/2023/us-paper-and-cardboard-recycling-rates-continue-hold-strong-2022>
- 3) <https://www.fibrebox.org/corrugated-vs-npcs>
- 4) <https://www.supplysidefiji.com/confectionery/chocolate-the-preferred-candy-in-americas-poll-finds>
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- 8) <https://baymard.com/lists/cart-abandonment-rate>
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