

CONSUMERS CHOOSE FLEXIBLE PACKAGING

Flexible packaging enhances brand value while delivering convenience and sustainability

FLEXIBLE PACKAGING DELIVERS BRAND IMPACT

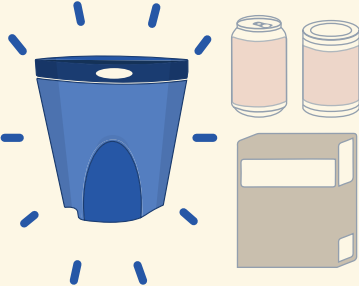
80%

of brand owners agree that **packaging influences** brand value²



81%

of consumers say they notice when a **product appears** in different packaging¹



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 years²



CONSUMERS SEEK THE CONVENIENCE OF FLEXIBLE PACKAGING

TOP 3 PACKAGING ATTRIBUTES RATED BY CONSUMERS

66%

easy to store¹



65%

ability to reseal¹



60%

easy to open¹



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 life¹



12% MORE MONEY

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

13% MORE MONEY

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

14% MORE MONEY

the ability to **reseal a package**¹

FLEXIBLE PACKAGING CREATES LESS FOOTPRINT

To transport packaging for an equal amount of product, it takes:³



MORE THAN 26 TRUCKLOADS OF UNFILLED GLASS JARS

VS

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TRUCKLOAD OF UNFILLED FLEXIBLE POUCHES

For more information about flexible packaging and this study, visit www.flexpack.org.