

FUNCTIONAL PACKAGING MATTERS

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...

Freshness

Packaging that provides a secure seal to ensure product lasts longer

of consumers identified freshness as a key packaging feature



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



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

Avery Dennison omnibus study



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

Sustainability

Minimizes or eliminates waste

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



Storability

Packaging provides adequate storage and protects contents inside

of consumers stated ease of storage as a desired packaging feature

Avery Dennison omnibus study

onvenience

Packaging offers on-the-go single size packaging

of shoppers look for packaging that delivers lifestyle convenience

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



of consumers appreciate packaging features that offer portability



18%

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

Lightspeed/Mintel study



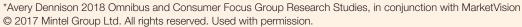
Protection

Packaging that ensures the safety of the contents



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

Visit label.averydennison.com/functionalpackaging for the full product portfolio or contact your Avery Dennison Sales Representative



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Label and Packaging Materials