

Consumer Packaging Roadmap Research



Consumers do not distinguish between a product and its package, instead they perceive packaging to be part of a product's value proposition. To better understand how packaging influences consumer perceptions and purchasing decisions the Paperboard Packaging Alliance (PPA) conducted focus group research with adults and tweens/teens representing a variety of socio-economic backgrounds.

Product = product + package + brand equity + services

Paperboard packaging was a favorite among focus group participants. "Modern," "relevant," "fun," and "premium quality" were qualities associated with products in paperboard packaging. Features including shapes, colors, enhancements and windows that allow the product to be viewed helped make a product desirable, and transformed product images from cheap and old fashioned to premium, modern and up-to-date. Consumers also associated paperboard packaging with product protection and noted that paperboard offers functionality and storability.

Key research findings

- Paperboard's printability is versatile in communicating to customers through different imagery (seasonal imagery, targeted to specific audiences, updated look).
- Consumers see paperboard packaging offering benefits where flexible plastic can't compete including stackability, durability, and product protection.
 - Paperboard packages serve as the dispenser for their product while flexibles often require transfer to another storage container.
 - Consumers will pay for convenient package features that include resealable closures and portion control.
 - Young people, even more than adults, see the package as an integral part of the product and are willing to pay a premium for the same product in a "cool" package.



The Paperboard Packaging Alliance

The Paperboard Packaging Alliance (PPA) is a joint initiative of the Paperboard Packaging Council (PPC) and the American Forest & Paper Association (AF&PA). The PPA provides the paperboard packaging industry with ongoing analysis of evolving packaging requirements and promotes the benefits of paperboard packaging and products. Alliance membership includes companies representing the full range of mills and converters engaged in the production of paper-based consumer goods packaging. For more information about the PPA or paperboard packaging visit www.paperboardpackaging.org.



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