



DESIGNING SUSTAINABLE PACKAGING FOR E-COMMERCE

Multinational FMCG Manufacturer

GAME CHANGERS



The Challenge

2018 saw Amazon summon CPG brands to overhaul their packaging in order for it to be more performing in an e-commerce context (greener, sturdier and cheaper to ship). While the benefits to Amazon are clear, it also represents an opportunity for brands to demonstrate leadership in this fast developing segment.

Process & Outputs

Ipsos works with clients in the evaluation of early stage packaging concepts. Understanding how innovation compares to the brands consumers currently use, provides an initial view as to whether the new packaging offers a distinctive way to meet consumer needs in the category. Combining an assessment of trial potential with diagnostics on category drivers as well as specific sustainability outcomes, provided a balanced view of the opportunity and of competition.

The Results

Given the very strong consumer demand, the client has fast tracked the development of this particular initiative. The expectation is that it will launch it in 2020 in key markets.

Do you want to know more?

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