

DeliveryX Packaging 2023

The DeliveryX Sector Report series offers a retailer-focus overview of the state of operations, logistics and the last mile of ecommerce, comparing the UK with the rest of the world, blending data from ecommerce and trade associations with national government data, our own research and other sources

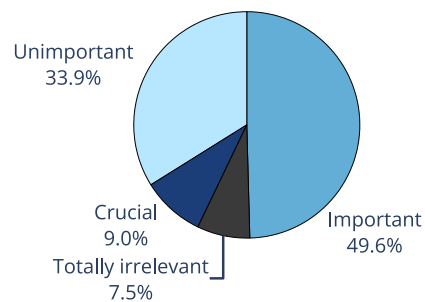
60mn

hours of
unboxing
videos have
been watched
on Youtube

60%

of corrugated
cardboard
packaging is
recycled

Importance of unboxing
experience, United Kingdom, 2022

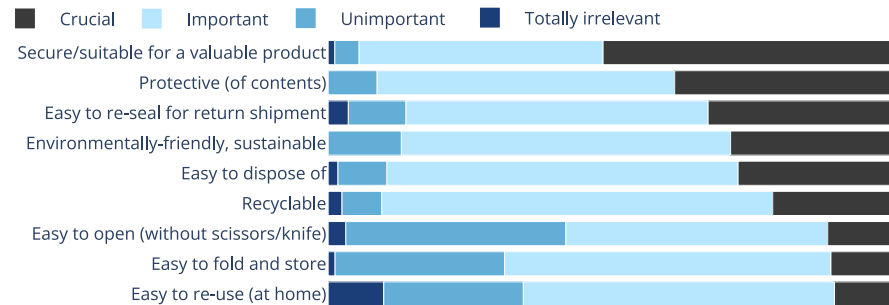


Based on 98 individuals in the UK, who shop online, aged 18-75, Sep 2022. Question: "How important is packaging (shape, material, appearance) to creating an 'unboxing experience' for you?".

Source: RetailX Consumer
Observatory

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Packaging aspects importance, United Kingdom, 2022

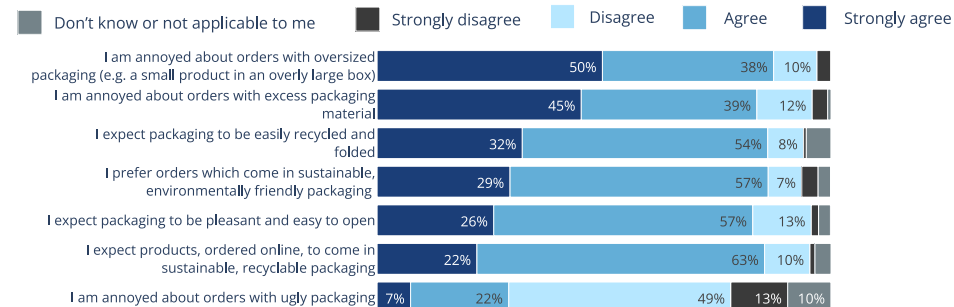


Based on 98 individuals in the UK, who shop online, aged 18-75, Sep 2022. Question: "How important are these aspects of packaging to you when you have online orders delivered?"

Source: RetailX Consumer Observatory

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Agreement with packaging statements, United Kingdom, 2022



Based on 98 individuals in the UK, who shop online, aged 18-75, Sep 2022. Question: "Below are different statements regarding handling of packaging. Please let us know if you agree or disagree with these statements."

Source: RetailX Consumer Observatory

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Packaging has a big part to play in the direct-to-consumer experience, it acts as the new storefront and is a critical part of the shopper journey. Personalised, sustainable and increasingly smart - packaging has become more than a plain cardboard box.

Download the full report:
internetretailing.net/reports/retailx-sector-reports/deliveryx-packaging-report-2023/



88p

is the additional
charge UK
consumers
are willing to
pay for green
packaging

40%

of UK
consumers
are worried
about amount
of ecommerce
packaging
waste

33mn

packaging related
comments sent to
Amazon since 2009

