



Packaging Matters™

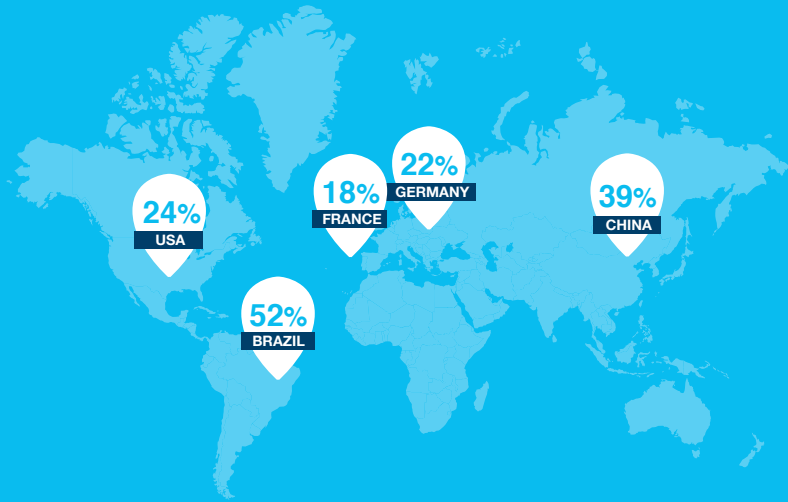
We believe packaging matters to brands, retailers and consumers. Our 2015 Packaging Matters study examined the impact of packaging on consumer satisfaction and purchasing behavior among 5,075 consumers in 5 global markets and across 11 product categories.

MWW.com/PackagingMattersStudy @MWVPackaging

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Packaging Still Important to Global Consumer Satisfaction

Packaging is most important to consumers in **developing markets** like China and Brazil.



Global consumers rate packaging as **extremely/very important** to overall satisfaction with a product.



report that **innovations in packaging** have made products more convenient and **easy to use**

1/3 say packaging is **extremely or very impactful** to their purchase intent in the following categories:



Take-out Food & Beverage



Beauty, Personal Care & Fragrance



Refrigerated & Frozen Food



Packaging Satisfaction Impacts Sought-after Behaviors

Consumers who are completely satisfied with packaging are **more likely** to:



Purchase and use a product frequently



Shop frequently in-store and online



Try something new because of the packaging

Attributes with the Biggest Gap in Satisfaction for Consumers

Easy to **reclose/reseal**



Keeps **fresh/effective**



Keeps product **safe**



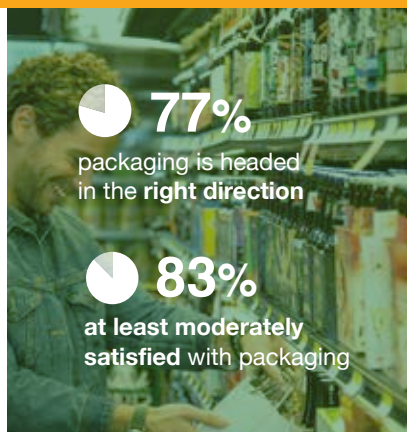
Prevents **spilling/breaking**



Extremely/Very Important Completely/Very Satisfied



completely satisfied with packaging



Consumers Optimistic About New Packaging Innovations

We've seen shifts in packaging satisfaction and believe the **future outlook is strong**

Change in overall satisfaction compared to prior year

