

# The biggest ecommerce packaging trends to watch

## 2019

In Europe, the number of people shopping online reached nearly half a billion.



## 2020

Ecommerce grew by **1.5%**, making it the biggest winner in terms of channel growth and market share gain across Europe. **506m people** in Europe shop online.



## 2021 & Beyond

Western European online grocery penetration is now likely to hit 9.8% by the end of 2025, **far above** the pre-Covid-19 forecast of 6.6%.\*



## HOW BRANDS CAN WIN WITH ECOMMERCE PACKAGING IN A POST-COVID WORLD

2020 dramatically changed the way people shop. These are 4 ecommerce trends that brands should watch in order to outpace the competition in 2021 and beyond.



**Sustainability**



**Direct-to-Consumer**



**Health & Hygiene**



**Loyalty**

### 1 Sustainability

**19%** of consumers intend to spend **more on environmentally friendly products** in 2021.

60% say that they are willing to pay more for more sustainable alternatives.



Amcor's range of more sustainable, [recycle-ready and ecommerce-ready solutions](#) and services can help you exceed your customers' expectations.



### 2 Direct-to-Consumer

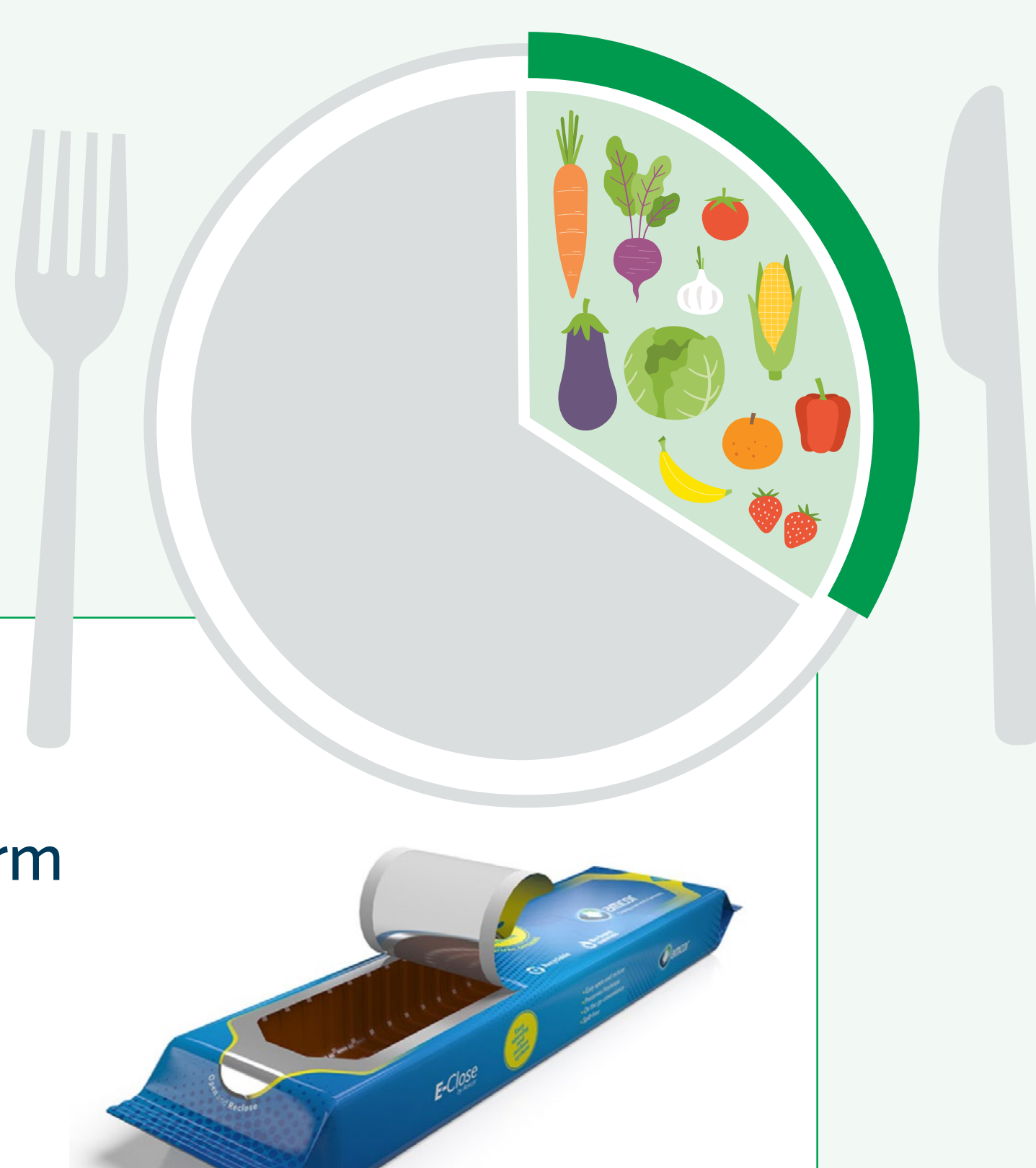
Over the last 12 months, restaurants and independent food businesses started offering **meal kits** and **food boxes**, and brands like Danone, Heinz and Coca-Cola made DTC a central part of their strategies.

To capitalize on the benefits of DTC, brands must ensure their packaging is optimized for ecommerce. ISTA testing with [Amcor's ecommerce laboratories](#) can help you develop packaging that is convenient, more sustainable, and robust enough to get products to your customers without damage.

### 3 Health & Hygiene

**30%** of Europeans plan to focus on **healthy eating and nutrition** more in the future.

The increased focus on health extends to hygiene awareness. This will have a profound long-term impact on packaging design and functionality, with increased use of peel-off film technologies and easy-open/easy-seal containers.



### 4 Loyalty

**60%** of consumers have **changed their shopping behaviours**. 31% say they've changed where they shop for reasons of better **value** and **convenience**, like varied delivery options.

Smart packaging provides a solution for brands concerned about loyalty. [Amcor MaXQ](#) scannable, interactive packaging enhances the customer experience and strengthens loyalty.

