

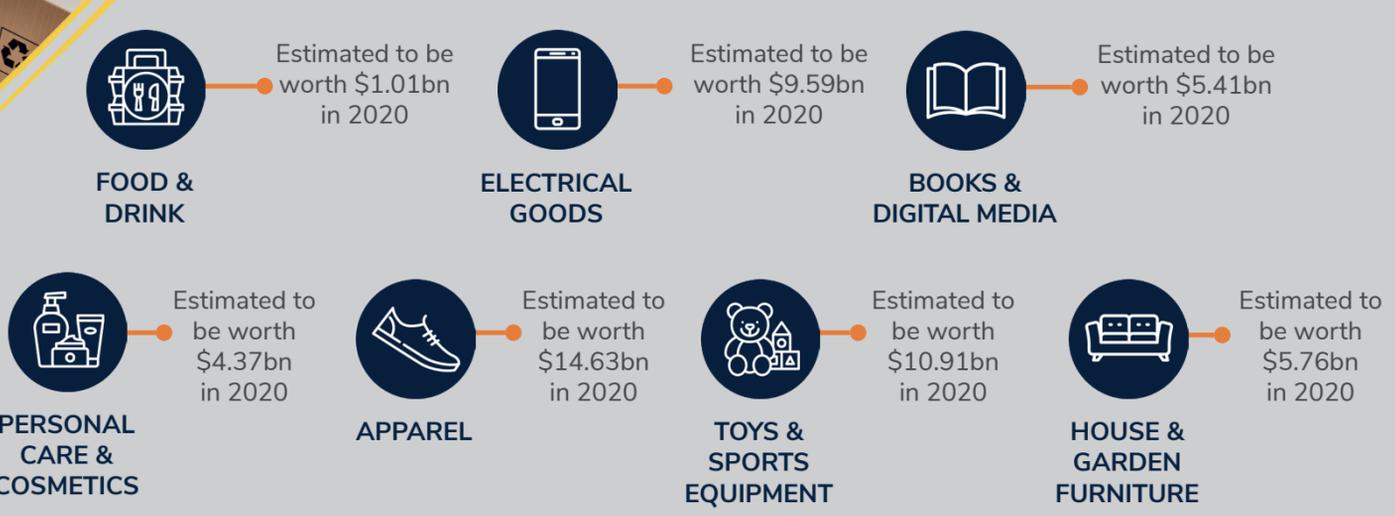
THE FUTURE OF E-COMMERCE PACKAGING TO 2025

PACKAGING SERIES

The global market for e-commerce packaging is currently estimated at **\$43.1 billion** and growing at a **CAGR of almost 12%** for a projected value of more than **\$75.1 billion by 2025**. More companies are expected to develop packaging solutions specifically geared towards e-commerce applications as the market expands further.



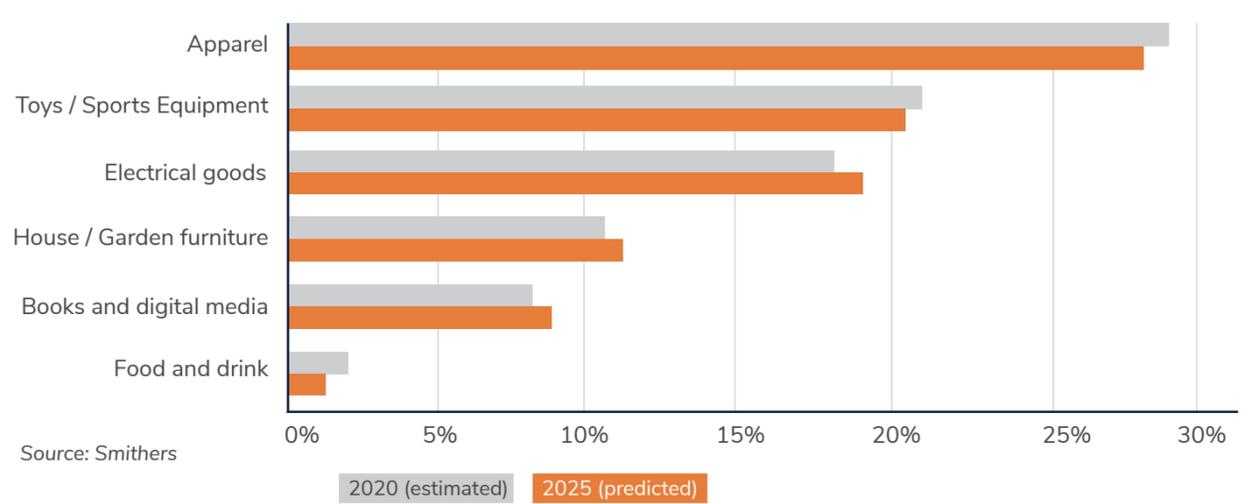
END-USE APPLICATIONS



E-COMMERCE PACKAGING TRENDS

SECTOR	PACKAGING TRENDS
Food and drink	Popular packaging formats include corrugated board, as well as flexible packaging (i.e. flexible films and paper)
Personal care and cosmetics	Protective mailers are finding greater favour for smaller, semi-fragile items, while the prevalence of luxury brands is driving demand for more premium forms of packaging
Electrical goods	Widespread use of corrugated and protective packaging, due to the presence of heavy and/or bulky items and products susceptible to damage during transit
Books and digital media	Leading user of protective mailers, which are ideally suited to the size of many products and offer protection for semi-fragile items, while 'bookwraps' made from corrugated board are a feature of the sector
Apparel (clothing, shoes, jewellery)	Corrugated board is widely used for footwear, while flexible polyethylene bags are a popular choice for clothing. Protective mailers and paper boxes feature strongly within the jewellery sector
House and garden furniture	Widespread use of corrugated and protective packaging, as well as protective and flexible plastics

GLOBAL E-COMMERCE PACKAGING SALES



COVID-19

The worldwide COVID-19 pandemic has had a huge impact on e-commerce packaging. Consumer purchasing habits changed abruptly due to local lockdowns, leading to an increase in online shopping.

FOOD & DRINK Share of UK retail grocery market taken by online channels doubled to around 20% US retail online grocery sales increased to \$5.7bn	PERSONAL CARE & COSMETICS COVID-19 contributed an additional \$786m in market value between 2015-2020 Virus responsible for increase in volume of corrugated board packaging of more than 22%	ELECTRICAL GOODS Purchases increased due to consumers being forced to seek entertainment indoors COVID-19 contributed an additional \$1.65bn in value sales in 2020	BOOKS & DIGITAL MEDIA Average time UK consumers spent reading increased from 3.5 to 6 hours per week COVID-19 contributed an additional \$950m to market value in 2020
APPAREL COVID-19 likely to accelerate trends towards e-commerce throughout industry Sector grew by almost 39% during 2020, with COVID-19 contributing an additional \$2.31bn of value sales	TOYS & SPORTS EQUIPMENT Sales of both toys and sports equipment benefitted from COVID-19 lockdowns E-commerce packaging market worth \$10.91 billion, up 39% compared with previous year	HOUSE & GARDEN FURNITURE Householders increasingly viewing their gardens as extension to their homes Global sales of e-commerce packaging were worth \$5.76bn in 2020	WHAT IF COVID-19 HADN'T HAPPENED? Had the market not been impacted by COVID-19, growth levels would have been considerably lower for all end-use sectors in 2020

FIND OUT MORE

Smithers have produced a cutting-edge market report on **The Future of E-Commerce Packaging to 2025**.

The report will provide you with exclusive analysis of the current & future trends in the e-commerce sector, alongside quantitative analysis of demand and use of e-commerce packaging, and much more.

[FIND OUT MORE & DOWNLOAD BROCHURE](#)

ABOUT SMITHERS

Smithers have over **100 years of knowledge and experience**, and is the recognised market leader for producing industry reports. Our market research brings together a global network of experts, and the methodology blends deep secondary and primary research across an unrivalled industry network.

Smithers also run industry leading events, and offer extensive testing services across the globe.

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HAVE A QUESTION? GET IN TOUCH

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