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## PRESS RELEASE

### **Macfarlane Packaging launches annual “unboxing” research**

Macfarlane Packaging, the country’s leading supplier of protective packaging, is today (13 July) launching its fifth annual “unboxing”<sup>\*</sup> survey to UK consumers. The results are expected to further help online retailers to tailor their packaging to meet the needs of their customers.

During the lockdown restrictions due to the COVID-19 global pandemic, some eCommerce stores have experienced a dramatic increase in online orders. During the pandemic, consumer buying habits changed almost instantly and online shopping rates continue to rise, growing 129% week on week<sup>\*</sup> in UK and Europe. Shoppers’ expectations of eCommerce are also rapidly altering, with convenience and ethical considerations at the forefront in driving purchasing decisions.

This year’s unboxing survey will provide retailers with valuable consumer feedback on the experience of receiving and opening items that were purchased online. The 2020 survey will look specifically at the quality of packaging, how retailers have coped during COVID-19 and the environmental priorities placed on packaging choices.

**Laurel Granville, Marketing Director of Macfarlane Packaging,** said: *“For the fifth year running, we are asking consumers about their unboxing experience. During the period of lockdown, online shopping increased dramatically so now is a good time to get consumer feedback on the packaging of these online purchases. We know that a great unboxing experience can enhance the image of the brand and reduce cost for online retailers so the results of this survey will be of significant interest to these businesses.”*

Macfarlane’s 2019 unboxing survey - <https://www.macfarlanepackaging.com/unboxing-2019/> - revealed that retailers need to be working towards more sustainable packaging with 40%

saying the packaging wasn't environmentally friendly. The survey also showed that a third of consumers are likely to pay more for environmentally friendly packaging that offers the same level of protection.

The 2020 online survey can be accessed at: <https://www.surveymonkey.co.uk/r/Open-up-about-unboxing-2020>

The survey will run from 13<sup>th</sup> July until 9<sup>th</sup> August and the results are expected to be published in September 2020.

\*The experience of opening a package containing a product ordered online has become known as “unboxing”. Video and consumer reviews of not only products but the packaging that they arrive in are an important consideration for retailers.

Source:

\*<https://internetretailing.net/covid-19/covid-19/online-shopping-surges-by-129-across-uk-and-europe-and-ushers-in-new-customer-expectations-of-etail-21286>

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**Media enquiries:**

Debbie Johnston, Spreng Thomson - [debbie@sprengthomson.com](mailto:debbie@sprengthomson.com) / 07532 183811

**Notes to Editors:**

- Macfarlane Group PLC is listed on the London Stock Exchange (LSE: MACF) in the Industrials Sector
- The company is headquartered in Glasgow, Scotland and has more than 70 years' experience in the UK packaging industry. Macfarlane Group's businesses are:
  - **Macfarlane Packaging** is the leading UK distributor of a comprehensive range of protective packaging products
  - **Labels** designs and prints high quality self-adhesive and resealable labels, principally for FMCG companies
  - **Packaging Design and Manufacture** designs and produces protective packaging for high value, fragile products
- Macfarlane Group employs over 925 people at 31 sites, principally in the UK, but also in Ireland and Sweden.
- The company has 15,000+ customers in the UK, Europe and the USA providing 600,000+ lines to a wide range of industry sectors including: consumer goods; food manufacturing; logistics; internet retail; mail order; electronics; defence and aerospace.