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# Industry Insight: E-commerce

Taking a closer look at packaging considerations within the e-commerce industry.



The e-commerce industry has disrupted almost every retail segment in recent years. Online sales have grown rapidly for traditional brick-and-mortar retailers as well as retailers that solely work in the online space. Whether it is apparel, electronics, food products, party supplies, or almost anything else that can fit in a box, packaging for e-commerce must be functional and communicate your brand's promise. Major improvements have been made over the years in the quality, speed, and packaging for online shopping, which has raised customer expectations. Some e-commerce leaders include large retailers like Amazon and Wal-Mart, as well as specialty retailers like Warby Parker, MeUndies, and Dollar Shave Club.

The North American e-commerce industry is valued at over [\\$360 billion](#). The industry has grown in sales over the years and continues to take up a larger piece of the overall retail pie. Brick-and-mortar retailers still make up the majority of sales, but e-commerce has quickly become a major player. E-commerce packaging can add value for customers and promote your brand through a branded packaging experience.

Packaging is an important branding decision and differentiator for your customers. It is important to remember that packaging is an extension of the product you are selling and your brand, so it should reflect the quality of your product. We have typically viewed packaging as purely functional when looking at the e-commerce industry. While it is essential that products are protected throughout their shipment, it is also important that the packaging promotes your brand value because it can be a customer's first point of physical interaction with your brand. Further value in your e-commerce packaging can be gained through social media posts and unboxing videos, which help promote your brand.

Whether it is a box, mailer, sticker, label, or insert, each packaging type can help communicate value to your customer. E-commerce packaging delivers not only a product, but also the value of your brand. For your business, packaging can represent a substantial investment and needs to be carefully considered so that it can meet your needs and communicate the value that you represent to customers.

There are many important questions to be asked when making packaging decisions for e-commerce. Does your packaging align with the value of your product and brand? Does your packaging help "wow" your customer at the first point of contact? Will your packaging help add to the overall customer experience? Does your packaging encourage repeat purchases, brand loyalty, and ultimately create brand advocates?

Classic PKG Direct is happy to help with any of your e-commerce packaging needs or challenges. Packaging is an essential way to stand out amongst competitors and promote your brand through online sales.

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