



Retail Consumer Packaging Survey

Understanding Consumers' Perception for E-commerce

CHALLENGE

A CPG company wanted to learn more about consumers' perception of packaging for e-commerce and retail products. They wanted to know how end consumers perceive packaging solutions for e-commerce items, what packaging options consumers prefer, the features to improve, and how much are they willing to pay for these features.

THE GLG APPROACH

GLG's survey team worked closely with the client throughout the project on the survey design, launch, and fielding to reach their target audience. The project team additionally analyzed the raw data and presented a summary of the insights they uncovered.

OUTCOME

All individual responses were consolidated into an Excel file and formatted data tables of survey responses for every question delivered. In addition, the client received a customized report that included valuable consumer insight including charts, tables, key insights, and summaries.

FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

Why GLG?

With GLG Surveys the client was able to uncover consumer perceptions of packaging for e-commerce and retail products.

Experienced Research Team

GLG sourced our experienced survey team, with expertise in CPG e-commerce and retail, to come up with the three survey topics covering packaging considerations, preferred packaging material, and disposal methods.

Recruiting

GLG identified and surveyed 1,000 of our subject matter experts who specialize in e-commerce, a panel that also included fresh produce consumers who shop instore or online, across the U.S. Screening criteria of consumers included those who have purchased snacks, e-commerce products, or fresh produce online or in-store in the past 30 days.

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2022 Gerson Lehrman Group, Inc. All rights reserved.