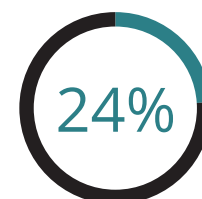


## Quarterly Industry Bulletin

This quarter, we've rounded up some major news and updates related to the e-commerce industry. Globally, the e-commerce packaging market is expected to double in the next five years to reach upwards of \$131.6 billion by 2029. As we continue to see exponential growth in this segment, the demand for packaging solutions that address the latest trends and fulfill changing supply chain demands will become more rigorous.



of all retail sales are expected to take place online by 2026<sup>1</sup>

### What's Driving Growth?

- Convenience—being able to shop anywhere, any time.
- Global access to products and retailers.

57%



SHOP  
INTERNATIONALLY<sup>1</sup>

### U.S. E-Commerce Market Leaders 2023<sup>1</sup>

- Amazon
- Walmart
- Apple
- eBay
- Target

### Other Major Impacts Affecting Industry

- Shopping through social media platforms is expected to hit \$2.9 trillion by 2026.<sup>1</sup>



## Packaging Trends and Influences Within This Segment

- Consumers want to feel good about their purchases, and businesses are increasingly focused on doing the right thing to earn their trust and to be stewards of the environment.<sup>2</sup>
- Packaging that integrates reverse logistics, minimizes shipping costs, eliminates complexity and streamlines operations, is highly sought after.<sup>2</sup>
- E-commerce packaging does more than just transport products. It elevates the brand image and builds loyalty by delivering a unique customer experience.
- The demand for tamper-evident packaging is expected to increase. This packaging incorporates features such as specialty closures or tamper-evident seals to help ensure the safety and integrity of its contents, and it provides consumer confidence.<sup>3</sup>