

## Packaging in E-commerce

Helping a leading packaging in understanding the implications of burgeoning E-commerce shopping on packaging industry with key focus on India and China market. Also assisted in identifying the emerging trends and business opportunities for packaging in the e-commerce.

### Quick overview

E-commerce packaging has a huge impact on business and its success. With pandemic hitting our lives, E-commerce packaging and its value has become essential for all industries. Our client was able to identify packaging trends and opportunities in new packaging formats according to market demands.

### Client success

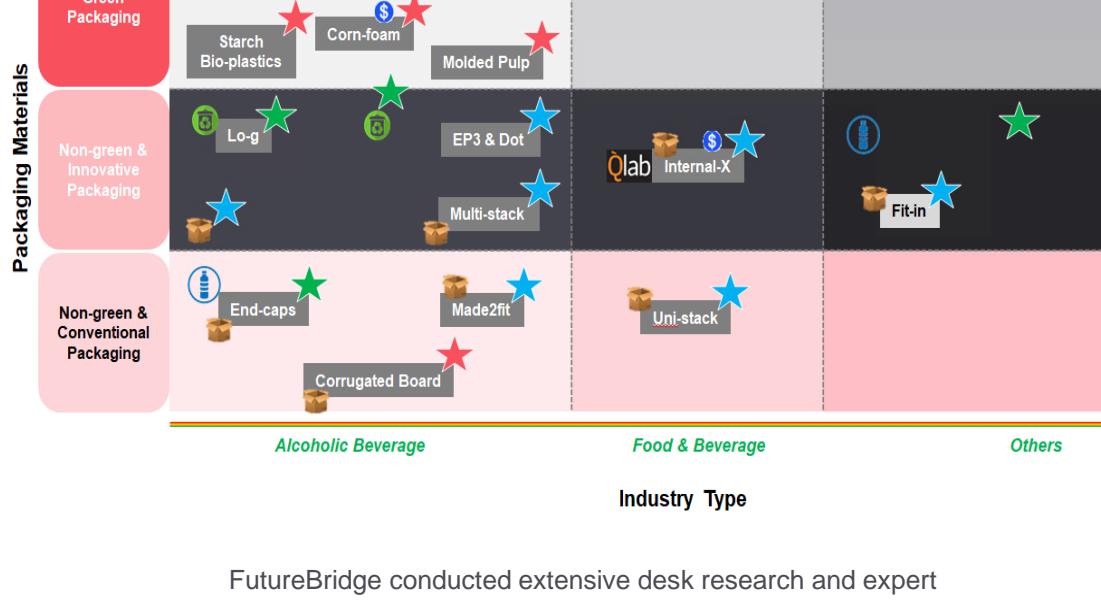
The insights & recommendations provided by FutureBridge helped our client in estimating E-commerce & E-grocery market in India and China. Understanding the charges as well trends the client was able to assess the growth opportunities in these two markets. We were able to answer the following questions with the engagement:



100% recyclable polyethylene designed for safe transit of packed products with cushioning system that wraps product in a protective inflatable bubble



- What are the new packaging variants that are peaking up?
- What are the new formats for health & nutrition, food & beverages products?
- What are the market growth opportunities?
- What is the impact of online shopping on packaging requirements?
- What are primary & secondary packaging trends?
- What are macro-economic and micro-economic factors impacting the market in India and China?
- Who are the major players in India & China for E-grocery market? What are their business models?



FutureBridge conducted extensive desk research and expert consultations across the packaging and e-commerce/ e-grocery industries to help client:

- Assess primary and secondary packaging trends for E-commerce in India and China market
- Identify demands and opportunities for secondary packaging of products

FutureBridge recommended various feasible secondary packaging solution along with innovative materials options including green packaging solutions in the target markets.

### About FutureBridge

FutureBridge tracks from 1 to 25 years, how industries and sectors will evolve, develop, and innovate.

We keep your business ahead of the technology curve. Propel your growth, identify new opportunities, markets, and business models. We can answer your key strategic questions. Facilitate focused, tailored solutions and partnerships using our platforms and programs, with access to global information ecosystems and key industry players for their insights and expertise.