

# CONNECTED PACKAGING SURVEY 2024.

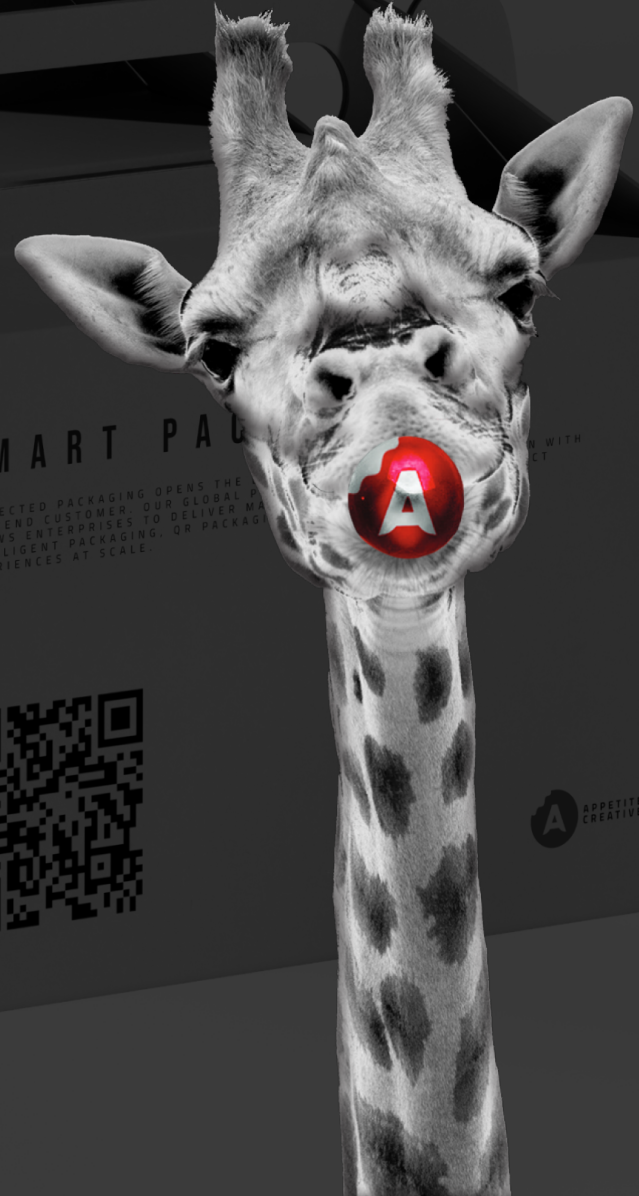
**20** QUESTIONS

**2.954** RESPONSES

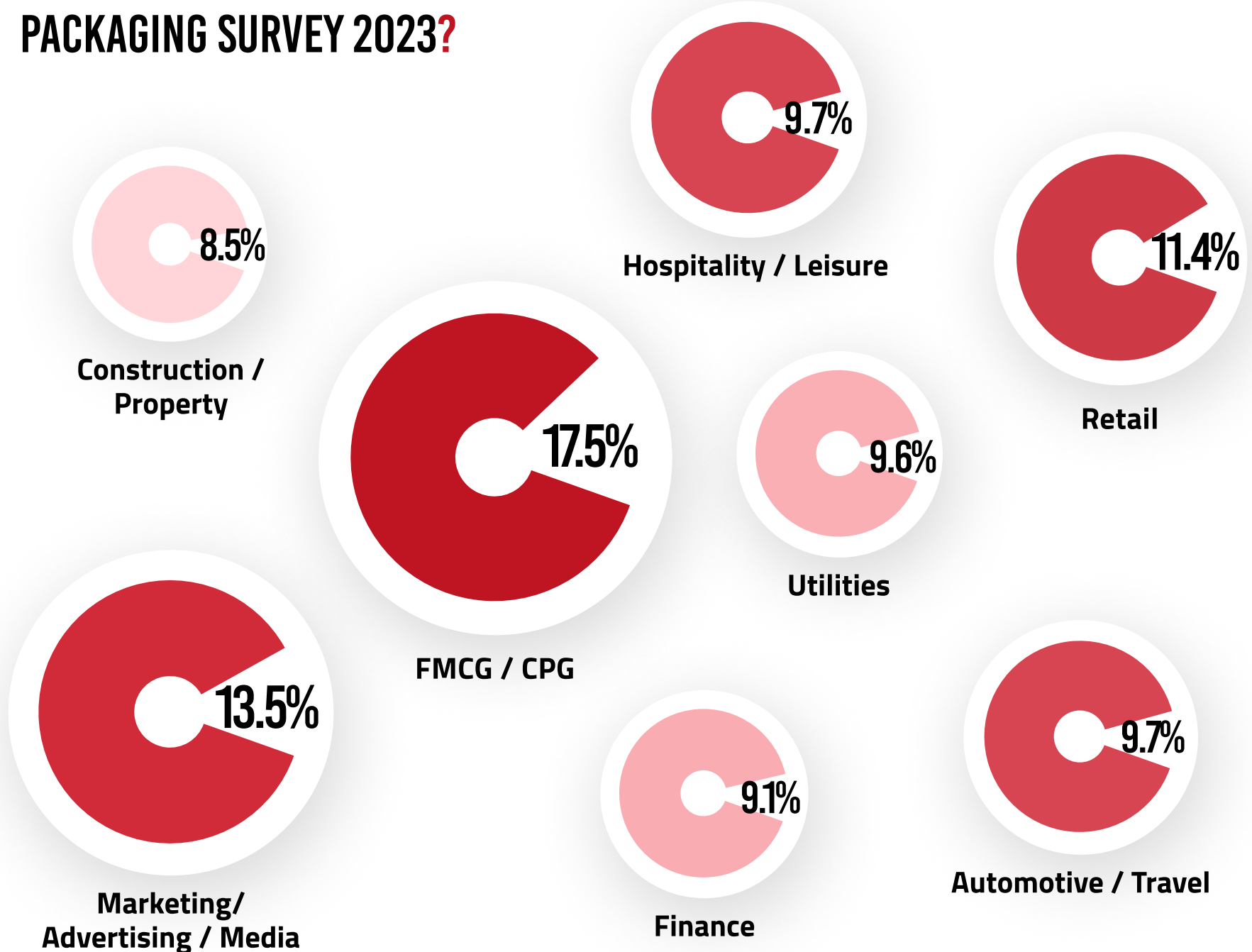


SMART PACKAGING

CONNECTED PACKAGING OPENS THE  
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EXPERIENCES AT SCALE.



# REPRESENTATIVES OF WHICH INDUSTRIES TOOK PART IN THE CONNECTED PACKAGING SURVEY 2023?







## HAVE YOU USED CONNECTED PACKAGING AS A BRAND IN THE YEAR 2023?

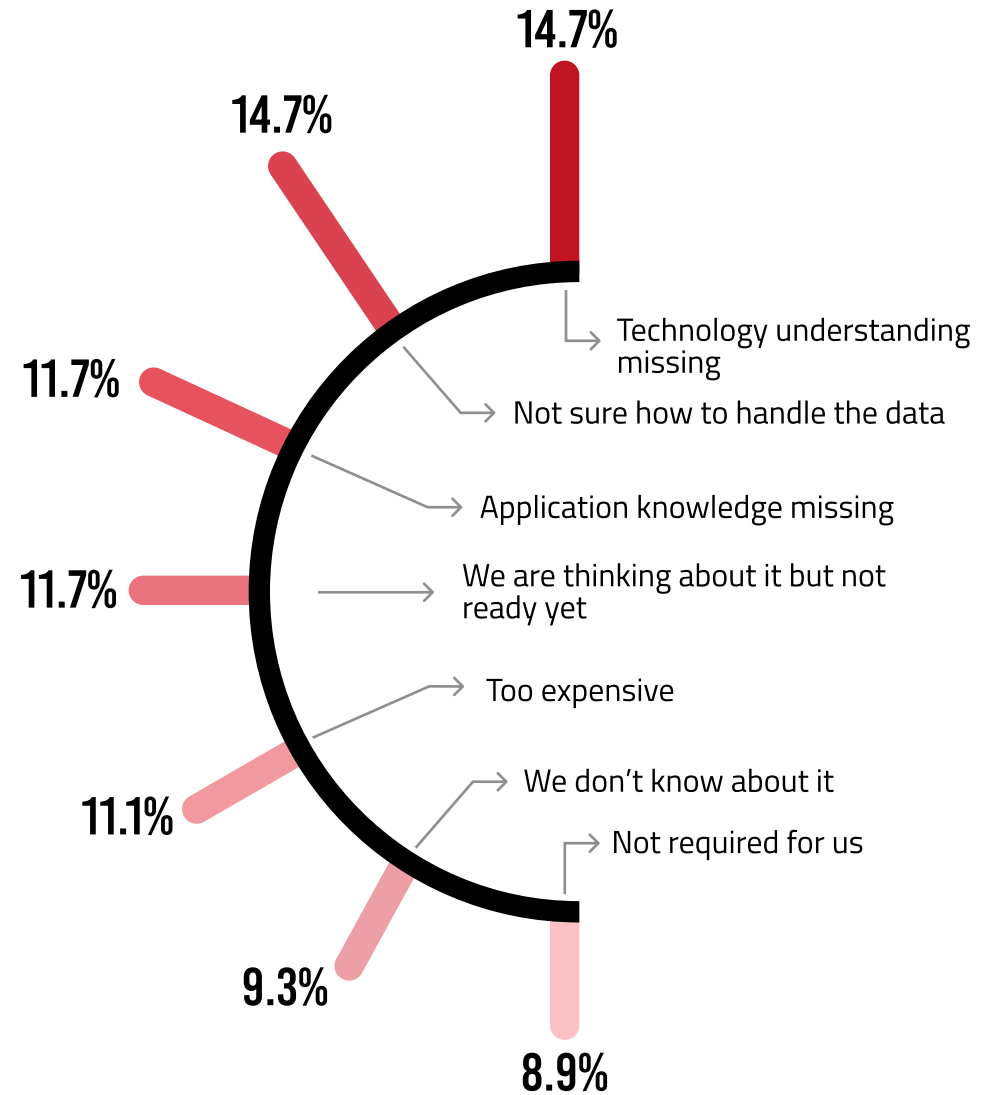
81.9%

In **2024**, **81.9%** of the total number of the respondents have already used Connected Packaging.



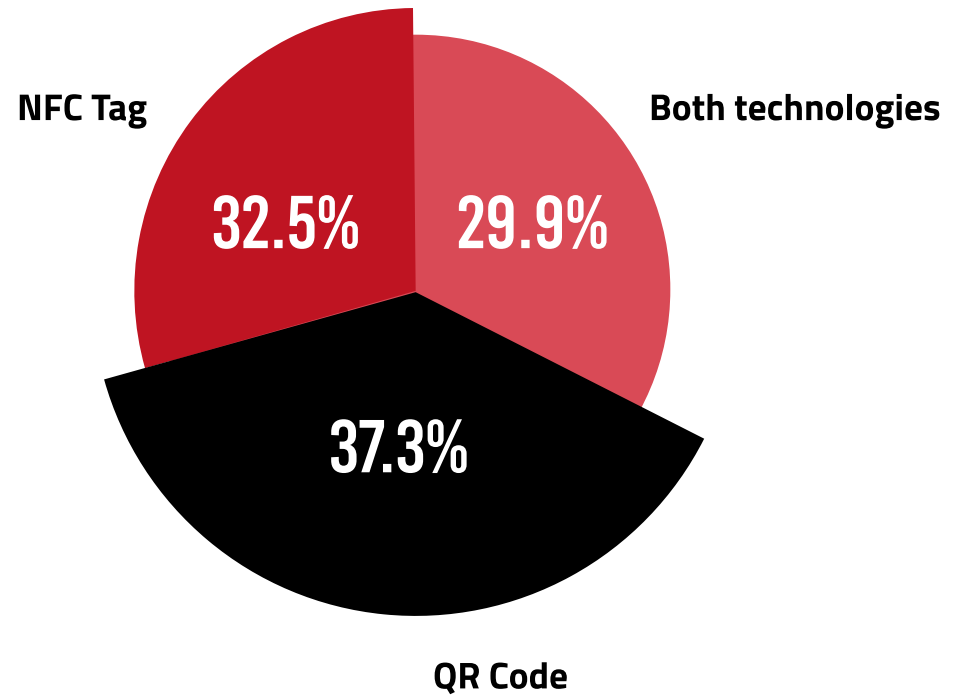


## WHAT PREVENTS THE OTHER 18,1% FROM TAKING ADVANTAGE OF CONNECTED PACKAGING?





## THE PARTICIPANTS WHO ALREADY IMPLEMENTED CONNECTED PACKAGING ARE USING THESE FOLLOWING TECHNOLOGIES THE MOST:



QR Codes .....	<b>37.3%</b>
NFC Tag .....	<b>32.5%</b>
All of the above .....	<b>29.9%</b>

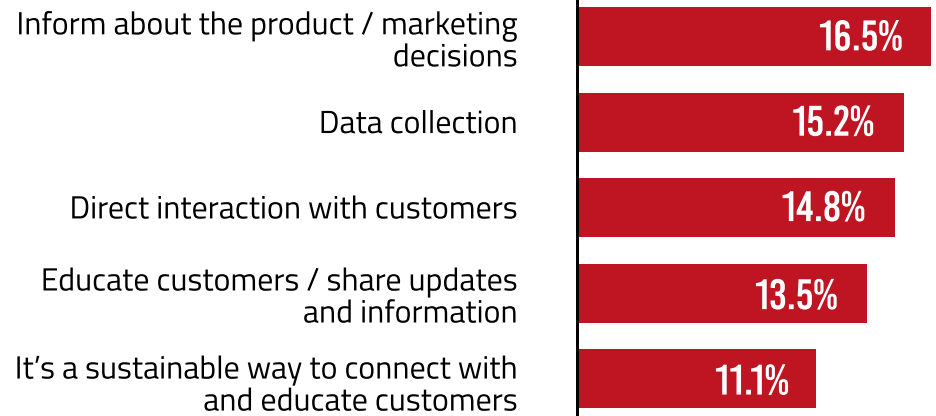




## IF YOU DO USE CONNECTED PACKAGING, WHY DO YOU CONSIDER IT IMPORTANT?

The main benefits that **81.9%** of respondents are looking to gain from Connected Experiences are:

- Inform about the product / marketing decisions ..... **16.5%**
- Data collection ..... **15.2%**
- Direct interactions with customers ..... **14.8%**
- Educate customers / share updates & information ..... **13.5%**

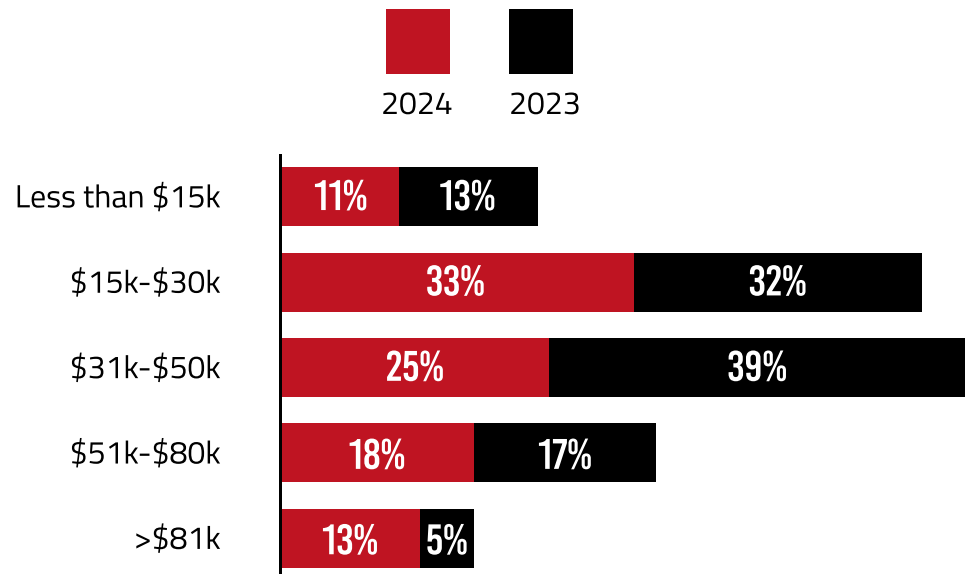




## WHAT'S THE MAXIMUM YOU'D SPEND ON A CONNECTED PACKAGING CAMPAIGN?

In 2024, respondents are ready to allocate bigger investment for the Connected Packaging - **33%** would spend **\$15-30k** and only **11%** less than \$15k. In 2024, **13%** would spend **\$81k plus**, whereas in 2023, 5% would spend that amount.

The data shows that companies and brands are increasingly spending more money on Connected Packaging and that the results of the campaigns are convincing.







## HAVE YOU USED OR THOUGHT OF USING GAMIFICATION IN YOUR MARKETING CAMPAIGNS?

Gamification is the use of game thinking, game techniques and game elements in a non-game environment. The aim is to change behaviour, create involvement and transfer knowledge in a playful way.

**48%**

of participants have already used gamification in their marketing campaigns.

of participants have thought about using gamification in their marketing campaigns.

**25%**



## WHAT TYPE OF GAMIFICATION DID YOU USE?

A traditional mobile game .....	<b>34.6%</b>
A quiz .....	<b>28.7%</b>
An AR game .....	<b>26.8%</b>

## WHAT IS YOUR GOAL WHILE USING GAMIFICATION?

**36.6%**  
Promote new  
product or service

**27.3%**  
Gather phone  
numbers

**25.1%**  
Gather emails

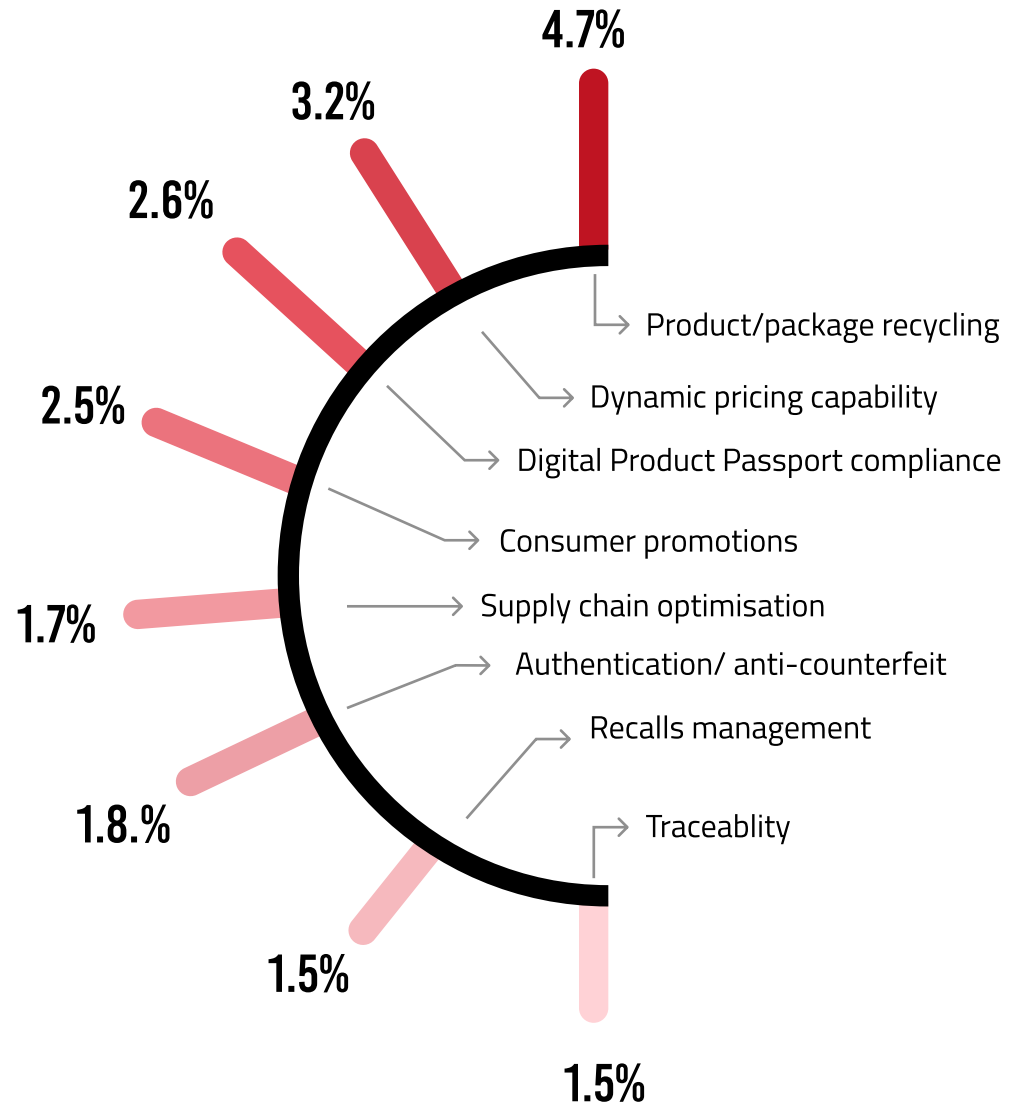
**24.3%**  
Branding

**21.5%**  
Gather consumer insights  
for future campaigns



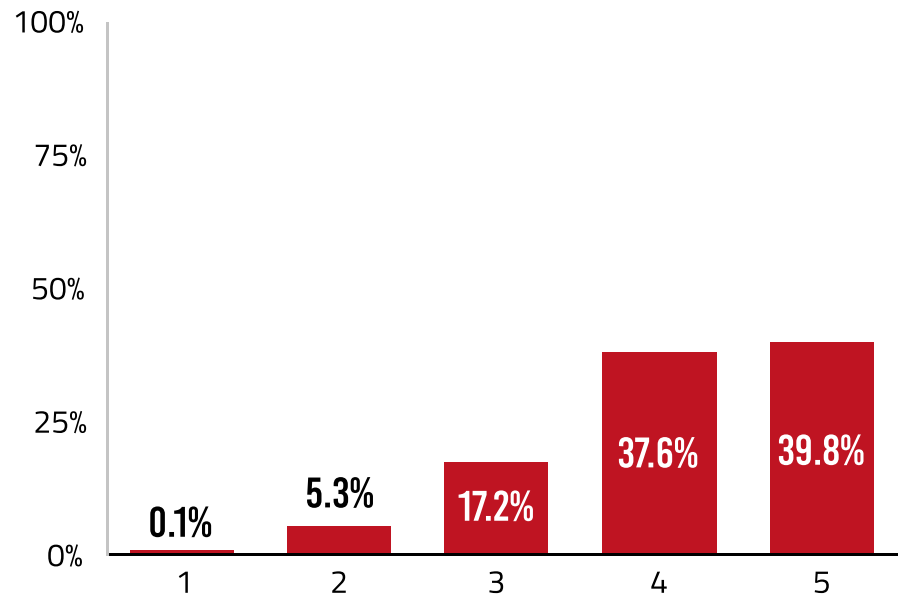


# WHAT DO YOU SEE AS THE MAIN DRIVERS FOR CONNECTED PACKAGING FOR YOUR BUSINESS?





## WHAT LEVEL OF INTEREST DO SERIALISED QR CODES, ALLOWING FOR INDIVIDUAL TRACEABILITY AND PERSONALISED CONSUMER ENGAGEMENT, HAVE FOR YOU?

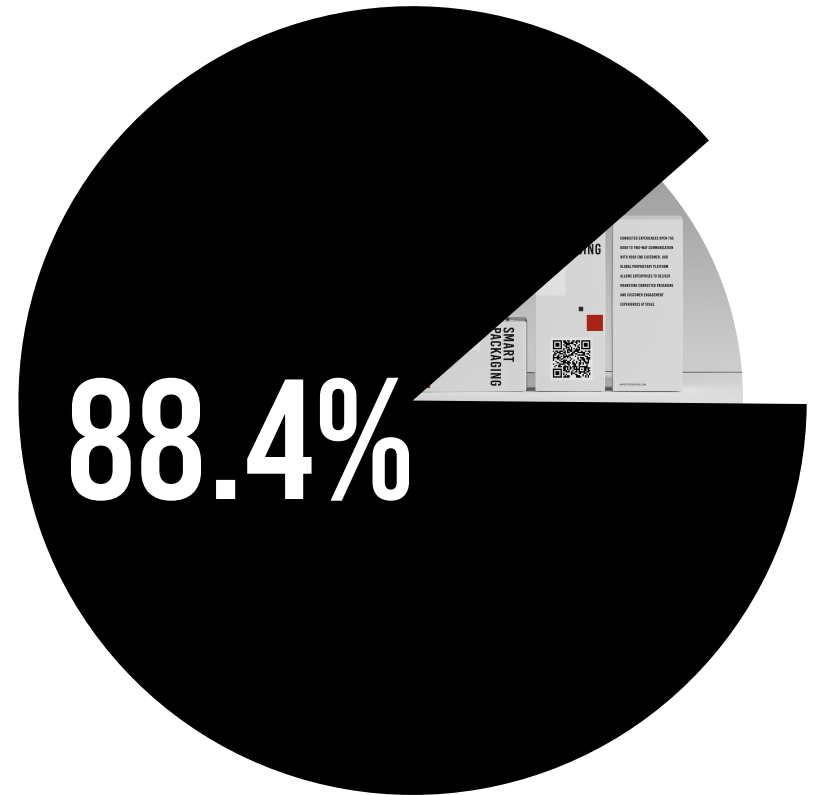






## ARE YOU PLANNING A CONNECTED PACKAGING CAMPAIGN IN 2024?

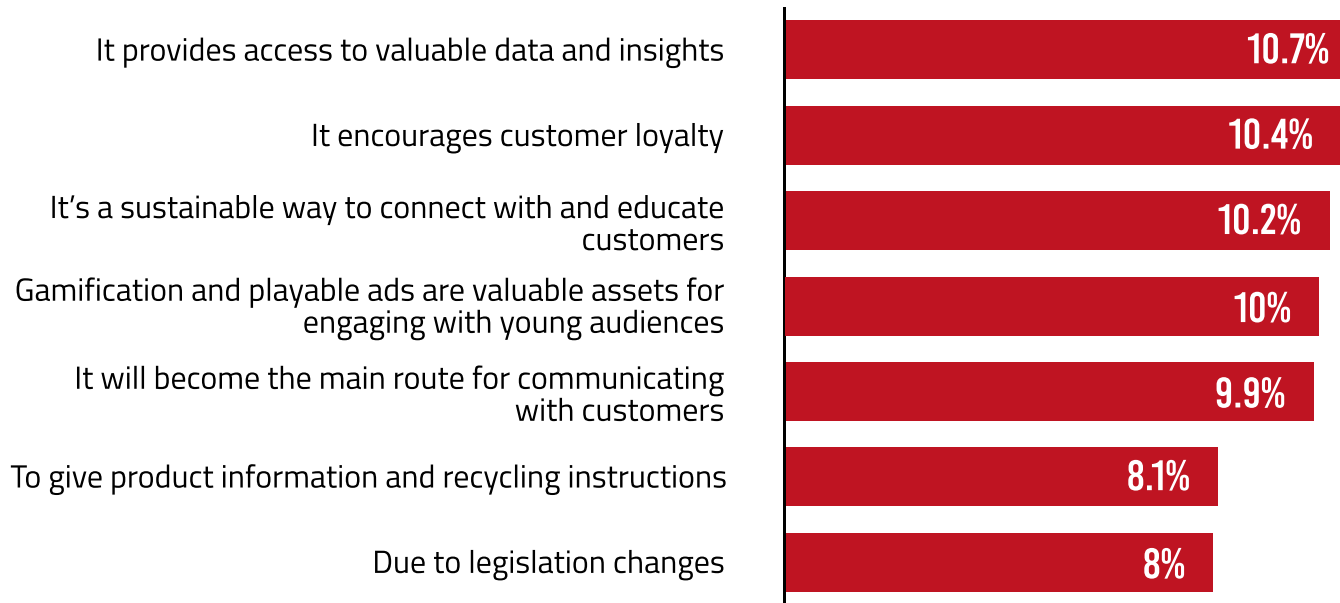
**88.4%** of the participants are planning a campaign in 2024.



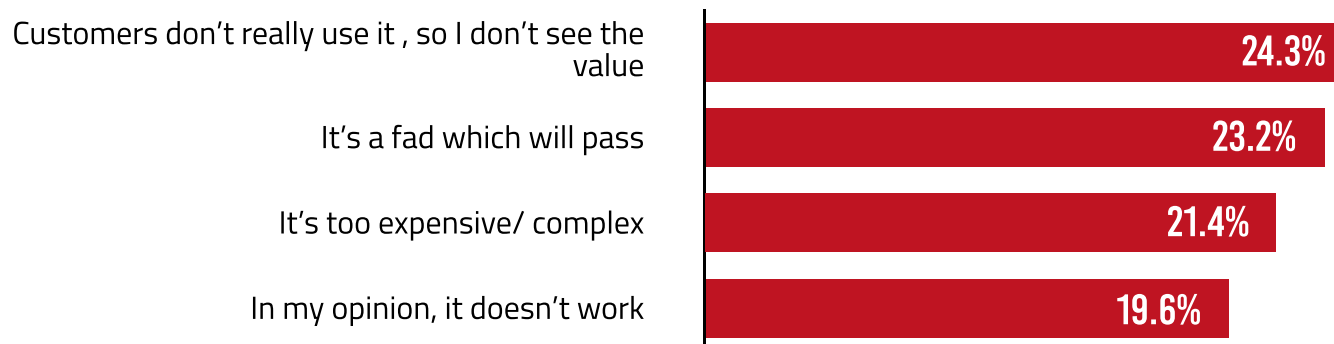


**80.4%** think that Connected Packaging will be increasingly important to the packaging industry in the next 12 months and beyond.

**Reason for the rising importance:**



**19.6%** are thinking that it won't be necessary for the future. The most frequently mentioned reason was disinterest on the part of customers.

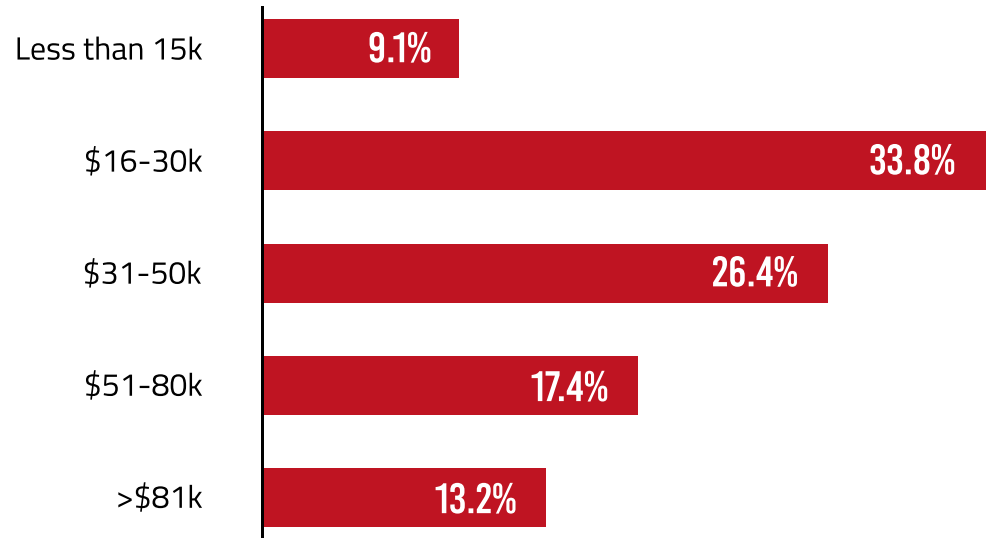




## CONNECTED PACKAGING AND SUSTAINABILITY

Connected Packaging is attractive to help improve the sustainability credentials of your company. **77.6% of all participants agree** with this statement.

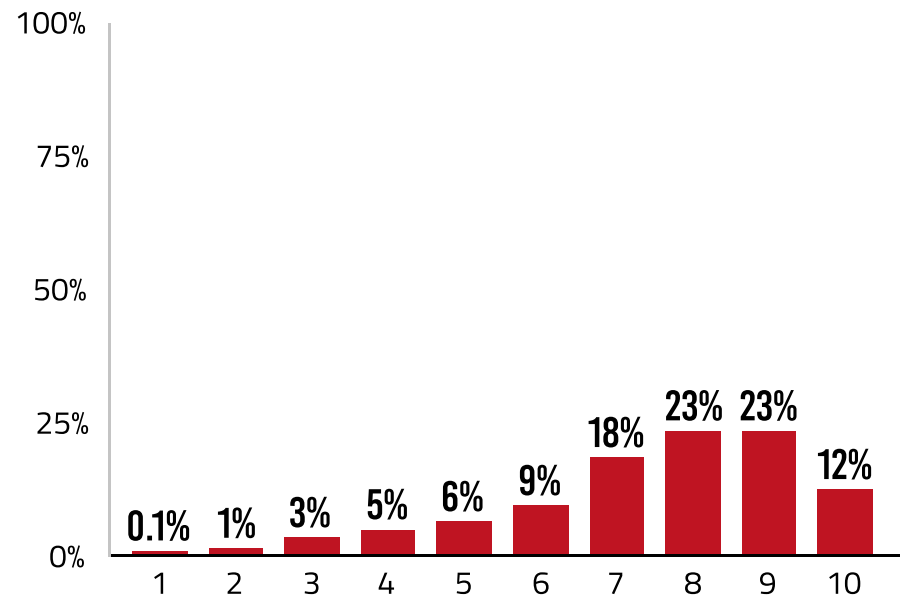
**95.8%** aim to increase their digital marketing spend for 2024.



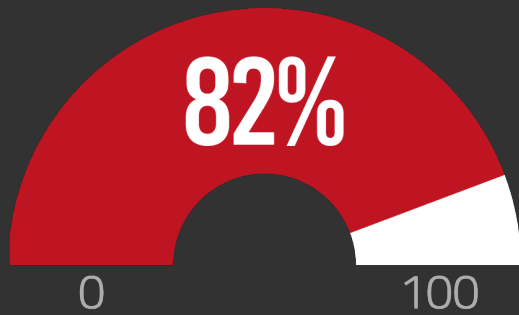


## ON A SCALE OF 1 TO 10, HOW IMPORTANT WILL CONNECTED PACKAGING BE TO YOUR BUSINESS NEXT YEAR(2024)?

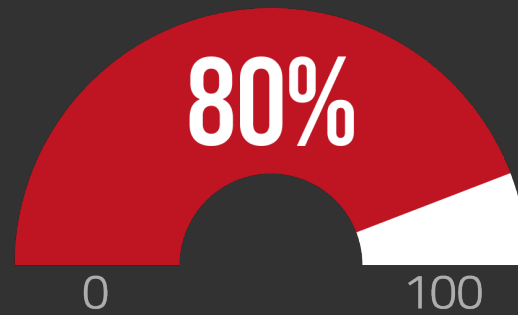
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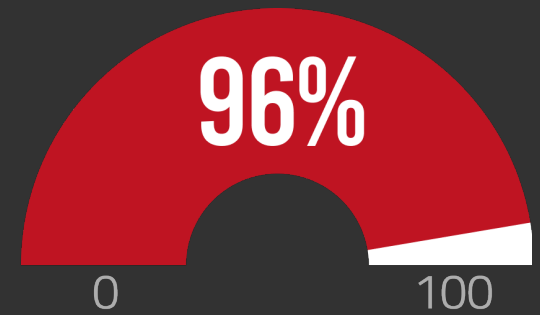
# CONNECTED EXPERIENCES INVESTMENT EXPECTED TO INCREASE IN 2024.



Have already incorporated  
Connected Experiences into  
their marketing plans



Consider it will be increasingly  
important to the packaging  
industry in the next 12 months



Plan to increase overall  
investment in digital  
marketing spend in 2024





CONNECTING BRANDS  
WITH **TODAY'S** AUDIENCES.