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Shoppers are reconsidering their Food-Buying Routine

消費者正在改變購買食物的習慣



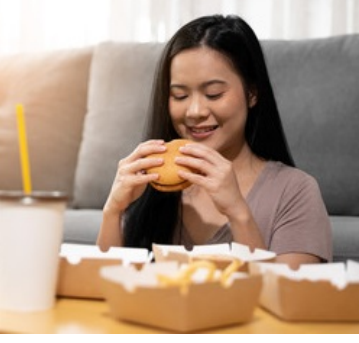
The pandemic continues to accelerate the expansion of e-commerce, with consumers heavily reliant on grocery and takeaway home deliveries. The global food packaging market reached a value of US\$ 345.3 Billion in 2021. The market is estimated to reach US\$ 483.4 Billion by 2027, exhibiting a CAGR of 5.85% during 2022-2027.

全因消費者不得不依賴雜貨店和外賣店的送貨服務，一場疫情加速了電子商務的擴張。2021年，全球食品包裝市場價值達到 3453 億美元。預計到 2027 年，市場規模將達到 4834 億美元，亦即 2022-2027 年的複合年增長率為 5.85%。



According to Innova Market Insights, a global market intelligence company, over half of global consumers "agree" (37%) or "strongly agree" (25%) that the protective function of product packaging has become more important due to the COVID-19 pandemic. Moreover, 20% favor the increased use of plastics at this time, while 42% perceive them as an undesirable necessity.

根據市場情報公司 Innova Market Insights 的研究顯示，全球超過一半的消費者同意（37%）或強烈同意（25%），由於新冠肺炎的影響，產品包裝的保護功能變得尤其重要。此外，目前有 20% 的人讚成增加塑料的使用，而 42% 的人認為塑料包裝是不受歡迎的必需品。



According to a McKinsey report, the following packaging attributes are important and transforming consumer behaviour:

另根據顧問公司麥肯錫的一份報告提出包裝的重要屬性，並同時影響了消費者的行為：

- Hygiene and food safety: 77%
- Shelf life: 67%
- Ease of use: 61%
- Environmental impact: 43%

- 衛生和食品安全：77%
- 保質期：67%
- 易用性：61%
- 環境影響：43%



When it comes to consumers shopping the grocery store, it's not just the food inside the package that counts. According to Yotpo's "The State of Brand Loyalty 2021: Global Consumer Survey," nearly 85% of consumers say they're more likely to become loyal to a specific brand whose values align with theirs. Shoppers are reconsidering all parts of their food-buying routine, including the way food is packaged. For this reason, exceeding shoppers' expectations, including in food packaging can help drive sales and consumer retention in the long run.

當消費者購買糧食時，重要的不僅僅是包裝內的食物。電子商務營銷平台 Yotpo 的 "2021 年品牌忠誠度狀況：全球消費者調查" 指出，近 85% 的消費者表示他們與價值觀一致的特定品牌有可能會展示出更高的忠誠度。總括而言，現在的消費者購買食品時會審慎考慮食品的所有部分，特別是包裝的方式。從長遠來看，如果能在這方面多花心思，包括在食品包裝方面，可以幫助推動銷售和保持顧客的忠誠度。

Source 資料來源:

[Global Food Packaging Market \(2022 to 2027\) - Industry Trends, Share, Size, Growth, Opportunity and Forecasts, CISION PR Newswire](#)

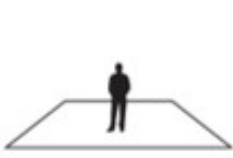
[Sustainability in packaging: Inside the minds of US consumers, McKinsey & Company](#)

[Consumer Preferences Shaping Packaging Trends in 2022, Winsight](#)

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