

“Too much waste!” – Consumers focused on companies' sustainability practices

Online shopping has boosted demand for boxes amid the health care crisis. DS Smith research shows better packaging design could save the industry billions of dollars and appeal to consumers fed up with wasted space in packaging.

93 %

Virtually all consumers reported they have received packages with wasted space.

73 %

Nearly three-fourths have received packages that were twice the size or more needed.

54 %

Consumers reported they would think twice before ordering again from a company that had excessive space in their packaging.



Better packaging design could save the industry

\$46 BILLION

a year in logistics costs globally.

Consumers are doing their part,

80 % either recycle or reuse boxes they receive their purchases in.