



10 things you didn't know about eCommerce

& how DS Smith approaches it with responsible
packaging innovations



The Power of Less®



Despite the challenges posed by inflation and the ever-changing demands of consumers, **eCommerce continues to adapt and transform.**

Read 10 eye-opening facts about eCommerce:

1. Omnichannel commerce
2. Digitalisation
3. AI & personalisation
4. Plastic consumption
5. Reducing packaging materials
6. Regulations to be aware of
7. Consumer sustainability concerns & how businesses respond
8. Multisensory experience & unboxing
9. Fast deliveries & seamless returns
10. Safe & secure delivery

[See more on pages 4 to 7.](#)

DS Smith eCommerce innovations are addressing consumer needs in response to these trends and challenges

Discover DS Smith Responsible packaging innovations:

1. DS Smith Safe Sender
2. DS Smith Tape Back
3. DS Smith Corruated Envelopes

[See more on pages 8 to 11.](#)



In a world that's constantly changing, the only constant is change.

In eCommerce inflation has changed how products are packaged.

How?

Ongoing supply **chain challenges**, persistent **labour shortages**, and an upward trend in **inflation**.

What about consumers?

They have to **rethink their budgets** and cut down on excessive spending, and so **opt for more value-based options**.

Source: Mintel

What does current inflation trends tell us about the future?

Companies will focus on sustainable packaging despite inflation. Driven by legislation and cost-saving potentials › sustainable solutions and innovation are the way to go.

What are the generational needs and wants?





10 things you didn't know about eCommerce

1. Omnichannel commerce

65.7%

of total e-com sales
are mobile-commerce.

Source: Smithers

This means that **smartphones have overtaken** computers as the main source of traffic in e-commerce.

4%

more in-store and
10% more online

10%

more online

is the spending increase of customers who had omni-channel experience.

Source: Shopify

2. Digitalisation

By 2025, over

50 billion

devices will be connected to the Industrial Internet of Things (IIoT).

Source: Wunderman Thompson Commerce Futures 2022 (report)

56%

of consumers plan to increase their shopping activity through social media in the future.

Source: McKinsley

The potential for digital engagement is huge, and achieving a positive digital consumer experience is crucial for success.

3. AI & personalisation

37%

of industry experts believe AI will greatly impact digital testing/ product development in the next 5 years.

Source: Smithers

47%

of digital consumers expect enhanced personalization as a trade-off for sharing their personal information.

Source: Euromonitor

Going digital is the best way forward.

4. Plastic consumption

E-commerce plastic packaging consumption keeps on growing...

only **9%**

of the 8.3 billion tonnes of plastic produced since the 1950s had been recycled.

Source: Science Advances Vol. 3, No.7

The soaring plastic packaging consumption numbers speak volumes:

1.5 billion kg of plastic packaging was used in 2021 alone.

3.2 billion kg of plastic is forecast to be used in e-commerce by 2027.

Source: Statista

5. Reducing packaging materials

148,757

tonnes of excess cardboard &

68 mln m³

of unnecessary filler is produced in Europe due to the use of oversized boxes in e-commerce packaging.

Source: DS Smith Aircommerce survey, 2022

What can e-commerce companies do?

Accurate resizing at packing can reduce transit packaging and the amount of void-filling materials.

6. Regulations: to be aware of

The Single Use Plastics Directive (SUPD)

› **bans** oxo-degradable plastic and 15 single-use plastic products; in force since 3 July, 2021.

Source: [European Parliament and Council \(EU\) Directive 2019/904](#)

Extended producer responsibility (EPR)

› a policy tool used in the EU and UK which makes it more costly to produce hard-to-recycle packaging. Items made out of plastic usually attract higher fees for packaging producers than easier to recycle, mono-material fibre-based packaging. In force in 26 out of 27 EU countries).****

Source: [EUROPEN-factsheet-on-EPR-for-used-packaging.pdf \(euopen-packaging.eu\)](#)

The draft proposal for a **revision of EU legislation on Packaging and Packaging Waste Regulations (PPWR)**

› includes **mandatory recycled content** for plastic packaging, and the introduction of additional bans on single-use plastic packaging, such as shrink wrap.

› Proposed new **Recyclability Performance**

Grading will incentivize easy-to-recycle packaging and ban hard to recycle packaging formats will be banned..

› Proposed new rules on packaging minimization: maximum void/empty space in packaging limited to 40% of packaging content

Source: [Proposal Packaging and Packaging Waste \(europa.eu\)](#).

7. Consumer sustainability concerns & how businesses respond

56% of consumers are reducing plastics use to safeguard the environment and lead a more sustainable life.

Source: [Euromonitor](#)

57% of Europeans prefer online orders to be delivered in paper and board packaging.

Source: [Smithers](#)

For 41% of European online consumers it is important that the shipping packaging is recyclable.

29% of EU online consumers have stopped buying brands due to unsustainable packaging.

Source: [DS Smith, Ipsos MORI research, 2020](#)

Companies responded: EU businesses prioritize packaging recyclability. For **48%** of surveyed companies in EU, **50%** in PL, **52%** in CZ, and **55%** of surveyed companies in BG - packaging recyclability is definitely a top priority.

Source: [Market research by DS Smith, conducted by OnePoll, 2022](#)

8. Multisensory experience & unboxing

HOW TO: capture consumer attention in the digital age?

By harnessing the power of technology. Brands are starting to **reshape online experiences** in order to better replicate in-person shopping

› using tech to evoke all senses including touch, smell, and taste.

Source: Euromonitor

By **2025**, around **80%** of CPGs companies are projected to adopt personalized and customized packaging.

Source: Smithers

HOW? By using **QR codes** and **NFC tech** to educate, engage and meet consumer preferences.

9. Fast deliveries & seamless returns

56% of online shoppers believe that same-day delivery options are important.

Source: Smithers

New trend? **15%** of global retailers now offer same-day delivery.

Source: Smithers

Online returns range from **20%** to **30%**, with fashion having the highest return rates.

Source: Smithers

In other words... **Easy returns lead to repeat purchases** and **recommendations** to others.

Source: UPS

10. Safe & secure delivery

Omnichannel success **relies on real-time inventory tracking.**

The cost of replacing a damaged product for e-commerce vendors is Up to **17 times** more than the original shipping cost.

Source: PMMI (Association for Packaging and Processing Technologies)

What about deliveries?

› **38%** of EU consumers said they wouldn't choose to shop with a retailer again if a product arrived damaged.

Source: DS Smith Aircommerce survey, 2022

› **1 in 10 people globally** had packages lost or stolen between May 2021 and April 2022.

Source: ICC



DS Smith
Safe
Sender

DS Smith
Tape Back



DS Smith
Corruated
Envelopes

Explore DS Smith eComm innovations that respond to key trends and answer consumers needs.





Safe and secure packaging with the DS Smith Safe Sender

Countering the theft of online shipments which result in €39 million unnecessary costs for e-Tailers, Brands or Retailers.

Our simple locking system offers tamper proof protection throughout delivery and return shipping. Ensuring our customers products are safeguarded and transported securely.

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Increased Security

Putting safety first. We know reducing costs associated with theft is top of mind for our customers. A tamper-proof design that prevents undesirable access to the product.

Opening zipper

Side Tab locking feature

Closing Tape



Elevated unboxing experience

Consumers are seeking a seamless unboxing experience that enables them easy access to their purchases. Our convenient solution ensures products arrive securely and in excellent condition, whilst offering tool free access - helping build trust and driving repeat purchases with consumers.

Easy fold down

Easy to recycle at home

Minimal packaging within customers home

Tool free opening (zipper)



Design simplicity

Our designers have collaborated to create an evolutionary product that puts simple design at its core. Featuring a 6-point glued design and incorporating an unique locking system, this solution is not only fast to erect on the pack bench, but also offers secure shipping without the need for additional sealing materials.

Pull pack (no glue required)

Pack bench optimisation

Easy to handle on pack bench - designed to fold inwards



Enhanced sustainability

With sustainability credentials driving consumer behaviour our product eliminates the need for excessive packaging and uses fully recyclable materials to reduce waste and minimise environmental impact.

Corrugated Cardboard

Made from recycled liners

Easy to curb side recycle

Mono material



Seamless & sustainable returns with the DS Smith Tape Back

With 30% of all online orders returned, creating an easy returns experience is how to win with online shoppers.

A product that uses clever design thinking to create seamless and sustainable returns.

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Industry leading

Our designers have collaborated to create a product that uses clever thinking to offer significant benefit. The innovative design requires just one glue strip for two shipments and removes the need for a single use plastic tear strip entirely.

- One glue strip for two shipments



Enhanced sustainability

With sustainability credentials driving consumer behaviour, our product requires no additional materials to return items. It also reduces hidden non-recyclables and avoids mixing components, making it easy to recycle at home.

- Mono material - no need to separate recyclables
- Less silicon tape is needed (approx. -30%)
- Removes single use plastics



Seamless returns

Our product has an easy to peel return strip ensuring visibly less packaging and no additional materials required to send back items.

- Plastic tear strip no longer needed
- No additional sealing material required for returns
- Easy and intuitive returns
- Can be applied to multiple box designs



Improved functionality

Our product is designed to do more with less - by using less silicon backing paper and removing the need for single use plastics our innovative solution reduces waste. It also makes it easier for suppliers to process returns and eliminates the risk of stock being damaged when returned

- Reduced material usage through innovative solution
- Removal of plastic ripper tape



Iconic & circular ready DS Smith Corrugated Envelopes

With a significant 85 % of European consumers wanting to buy products with minimal packaging, embracing eco-friendly and sustainable solutions with less packaging is the key to winning over online shoppers.

This packaging with iconic and sustainable design respond to market needs for less material as well as an consumer experience.

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Circular ready

With sustainability preoccupations driving consumer behavior, our product serves as an alternative to plastic and bubble mailer envelopes. The product also reduces void fill usage, as the iconic shape of envelope locks products in place during transit. Compared to standard FEFCO 0201 packaging with air pillows, our envelopes use up to 68% less material.*

*Source: Internal DS Smith Value Tool calculation

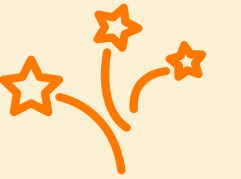
- Paper-based solution



Design functionality

Designed to do more with less - by optimizing fill rates, providing better protection, and eliminating the need for single-use plastics. As a result, it not only reduces plastic waste but helps you achieve your sustainability goals. Additionally, it facilitates faster deliveries with its tapes application for easy packing & returns, bringing addition storage savings.

- 2 self-adhesive closure tapes for easy sealing and returns
- Savings in storage and transportation costs
- Easy to pack with improved fill rate compared to boxes



Amazing WOW effect

Our innovative product boasts an iconic shape and design that complements the WOW unboxing experience to delight consumers. In line with their changing expectations, the solution ensures products arrive safely.

- WOW unboxing experience
- Better protection compared to a plastic bag or paper envelopes



Improved options

Available in small, medium and large sizes, our envelopes are made from recyclable corrugated board and feature a stylish appearance that is pleasing to hold. It can effectively help you improve your branding strategy. In addition, our solution effectively helps you avoid and protects you from plastic taxes.

- Multiple size options
- Avoid plastic taxes



Engage in the future of responsible packaging

For additional information visit
www.dssmith.com

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