

PACKAGING IN THE FRUIT AND VEGETABLE SECTION : WHAT IMPACT ON THE CUSTOMER EXPERIENCE AND THE ATTRACTIVENESS OF THE SECTION ?

PACKAGING IS NOT PERCEIVED IN THE FRUIT AND VEGETABLE SECTION



95% of customers do not notice the packaging used to present fruit and vegetables

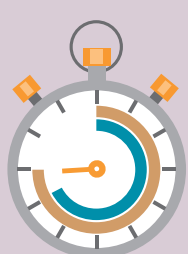
AND YET...

THE NATURE OF PACKAGING HAS AN INFLUENCE ON THE CUSTOMER EXPERIENCE

Time spent by customers in the fruit and vegetable section depending on the packaging

CORRUGATED BOARD TRAYS/ STAINLESS STEEL UNITS

CORRUGATED BOARD TRAYS/PLASTIC CRATES



+17% with corrugated board trays

Corrugated board trays : 129 seconds
Stainless steel units : 110 seconds



+50% with corrugated board trays

Corrugated board trays : 116 seconds
Plastic crates : 77 seconds

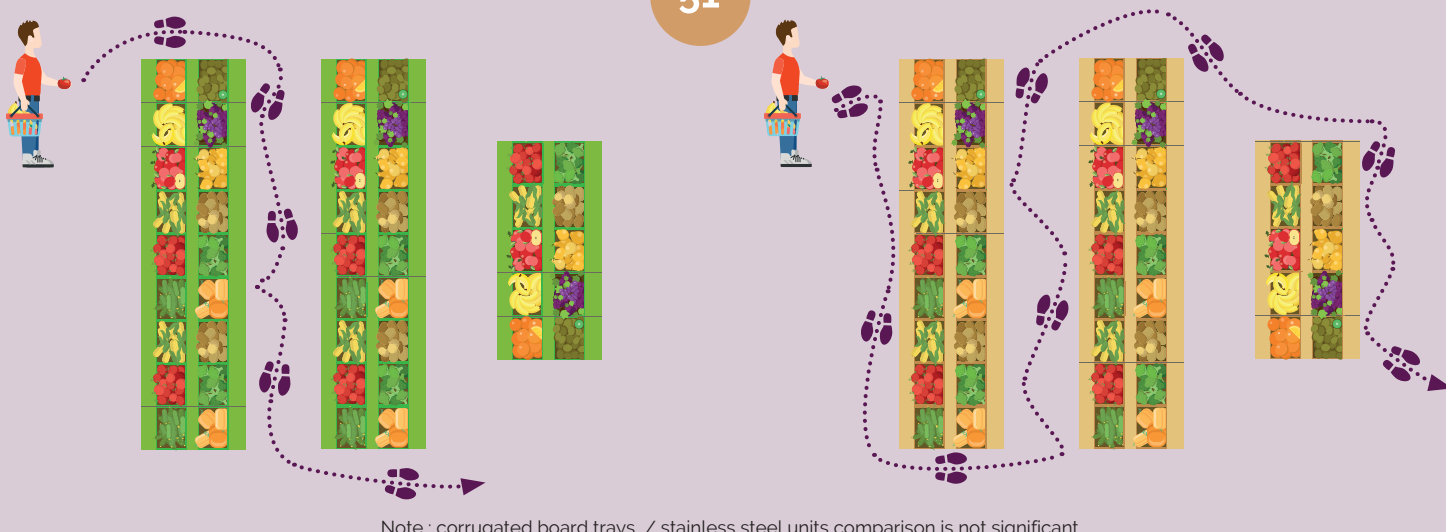
Customer coverage rate for the fruit and vegetable section depending on the packaging

Space explored by customers in the fruit and vegetable section.

PLASTIC CRATES : **24%**

+51%

CORRUGATED BOARD TRAYS : **36%**



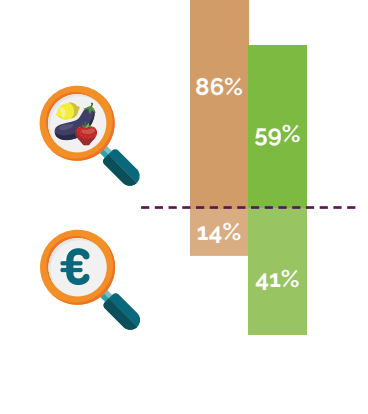
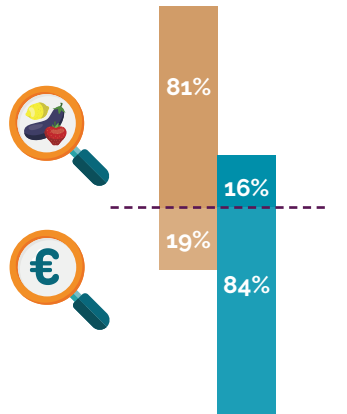
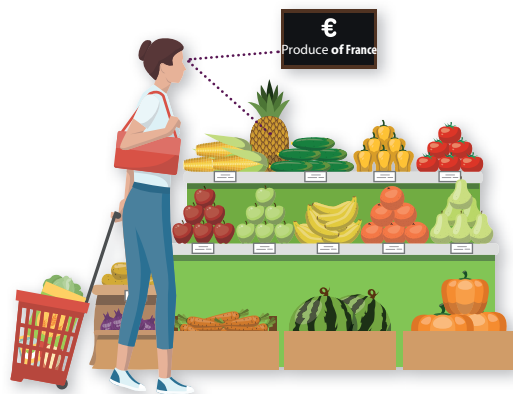
Note : corrugated board trays / stainless steel units comparison is not significant

THE NATURE OF PACKAGING HAS VARIOUS IMPACTS ON BUYING BEHAVIOUR

Percentage of customers looking at the products rather than the prices

CORRUGATED BOARD TRAYS / STAINLESS STEEL UNITS

CORRUGATED BOARD TRAYS / PLASTIC CRATES

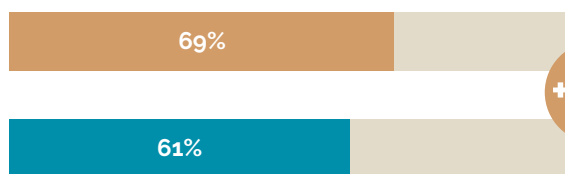


Legend: Corrugated board trays (brown), Stainless steel units (blue), Plastic crates (green)

Number of customers buying fruit and vegetables depending on the packaging

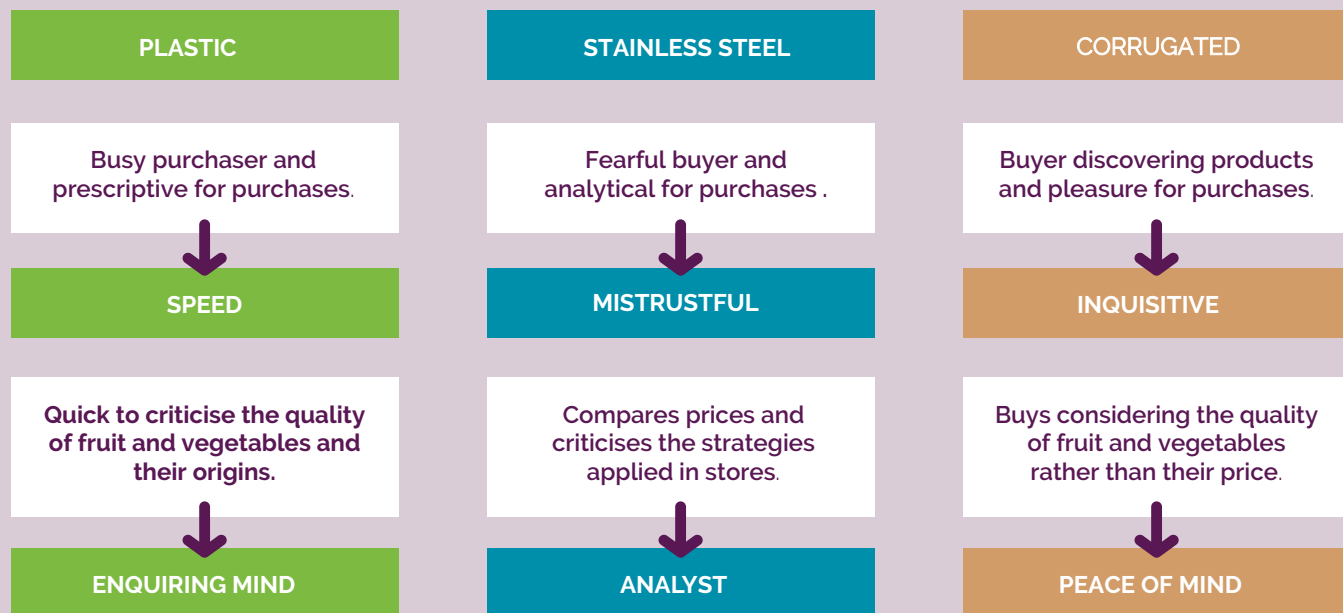
CORRUGATED BOARD TRAYS / STAINLESS STEEL UNITS

CORRUGATED BOARD TRAYS / PLASTIC CRATES



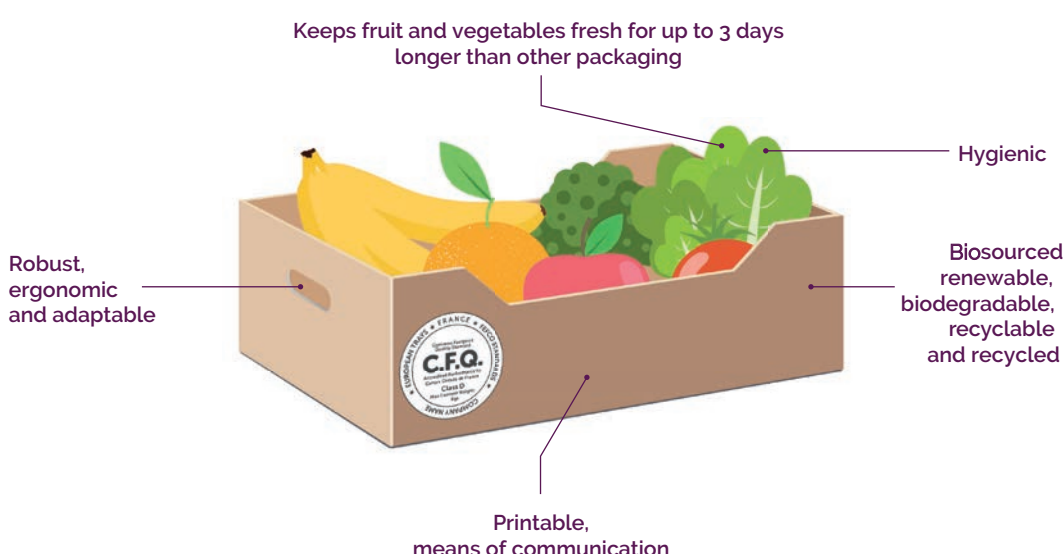
Legend: Corrugated board trays (brown), Stainless steel units (blue), Plastic crates (green)

THE PACKAGING INFLUENCES CUSTOMER BEHAVIOUR



CORRUGATED BOARD OFFERS AN UNPARALLELED AND SUSTAINABLE CUSTOMER EXPERIENCE

OTHER BENEFITS OF CORRUGATED BOARD FOR THE FRUIT AND VEGETABLE SECTION



Learn all about corrugated board and the industry at www.cartononduledefrance.org

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Methodology : Négosciences' study carried out in two different chain stores (1,500 m2 and 1,800 m2), based on 2,016 hours of in-store observations between September 2016 and December 2017, involving 4,530 customers.