

THE SPARK

Sourcing and Procurement Flash Report

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PACKAGING

*Packaging leaders -
it's time to get your
priorities in order.*



With a seemingly endless line of packages on our collective doorsteps, it's easy to see why many pandemic-affected e-commerce categories have seen triple-digit increases over the past eight months. In June alone, nationwide e-commerce sales increased by 76% year-over-year. And with the country on the verge of the pandemic's second wave, this shift in behavior shows no signs of slowing down.

As we become more reliant on the steady stream of parcels delivering life's essentials, a change in our perception of packaging is accompanying these new buying behaviors. Consumers are placing a greater emphasis on safety, sustainability, and reduced waste. And rightfully so. This year, USPS package volume has grown by nearly 1.2 billion pieces, representing a 19% surge compared to 2019.

As we enter the busiest e-commerce season of the year, it's time for your organization to develop a best-in-class packaging strategy to support your short-term demands and long-term strategic goals. With more than 2.2 billion people projected to buy goods and services online in 2021, your business will need every edge it can get to stand out to the post-pandemic consumer.



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We want to hear about your packaging challenges.

Contact thespark@logicsource.com to start the conversation.

