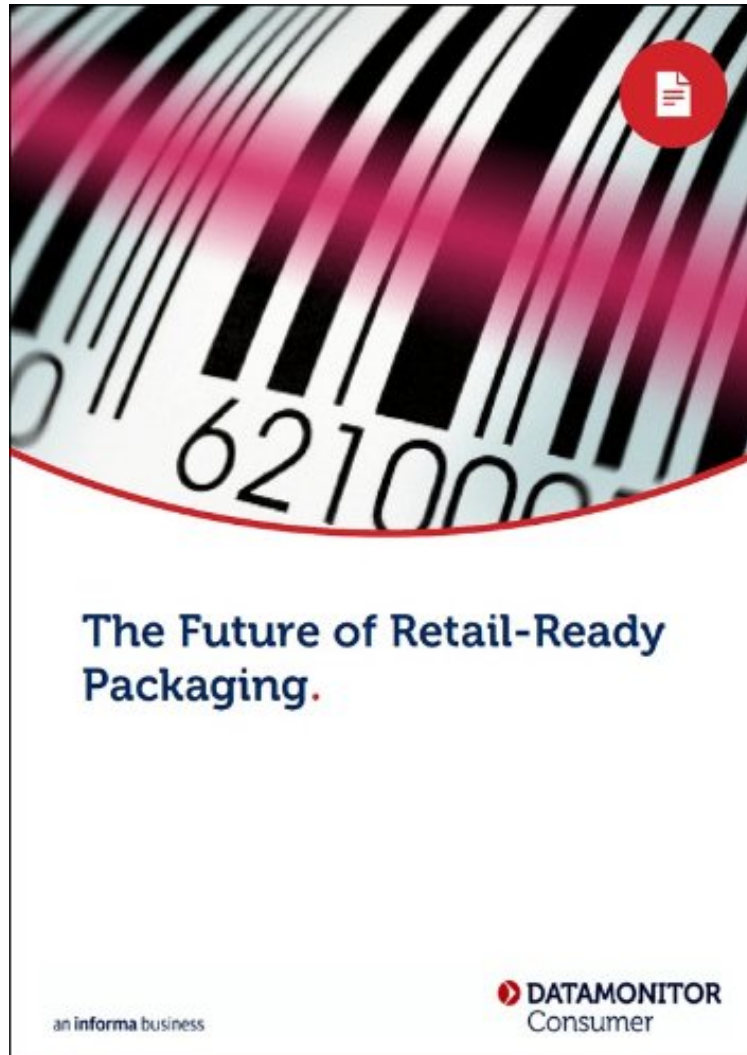


(Pdf free) The Future of Retail - Ready Packaging

The Future of Retail - Ready Packaging

Datamonitor

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

2012-09-27 2012-09-27 File Name: B009NWUECU | File size: 47.Mb

Datamonitor : The Future of Retail - Ready Packaging before purchasing it in order to gage whether or not it would be worth my time, and all praised The Future of Retail - Ready Packaging:

IntroductionRRP has been assessed in terms of the operational advantages it provides for retailers rather than benefits for the consumer. This report focuses on the advantages RRP can bring for consumers and demonstrates the role it can play in improving shopper experience in the light of emerging consumer trends and concerns over sustainability.Features and benefitsBetter understand the key drivers of in-store shopper behavior and how RRP can align with them in the futureImprove margins by understanding the types of RRP developments that are most likely to

add value. Stimulate ideation by analyzing best practice examples of RRP. Improve likelihood of success in new product launches through understanding the drawbacks created by poorly designed RRP. Understand how RRP can counter a charge of adding excessive packaging in the face of growing consumer concern over sustainability. Highlights RRP will assume greater importance as global retailing consolidates. Instead of looking at RRP as an additional cost to be accounted for, there should be greater focus on the benefits of extra sales, improving brand presence in-store and convenience that RRP offers. CPG manufacturers should consider RRP as a valuable part of the overall marketing mix and ensure that it works in harmony with the primary pack to deliver a coherent message rather than treating it as a mere functional tool that could undermine overall brand image. Your key questions answered: What are the key shopper drivers behind RRP? What are the main shopper barriers to the development of RRP? What role does RRP play in shaping consumers' overall impressions of a brand? How can packaging companies and brand owners use RRP to play a more influential role in the supply chain?