



RESEARCH SUMMARY ACTIVITY 1.3

Project Background

- Project: D4Pack - Support the transition of the Central Europe food industry Towards Next-Gen Packaging models
- Funded by: Interreg Central Europe
- Research conducted by Krakow University of Economics team
- Goal: Identify consumer needs in food packaging and their impact on strategic decisions

Research Methodology

- Task 1.3 conducted in January/February 2025
- Quantitative social research approach
- Survey in 5 languages: Polish, Slovenian, Czech, Hungarian, Italian
- Platform: Qualtrics; Recruitment and control by Norstat agency



Survey Focus Areas

- Factors influencing product and packaging choices
- Importance of packaging features
- Willingness to pay for green solutions
- Open-ended question on eco-friendly packaging

Key findings

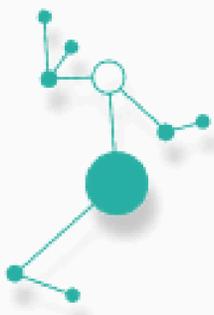
- Price and promotions are top factors in product choice
- Health information and product composition also important
- Packaging safety and functionality highly valued
- Consumers prefer resealable and shelf-life-extending packaging
- Important packaging info: ingredients, price, shelf life
- Brand and portioning less important
- Environmental aspects gaining importance
- Common issues: hard to open, no reseal, poor readability
- Limited willingness to pay more for eco-packaging
- Small surcharges acceptable for green or functional solutions
- Women and older individuals more critical and eco-conscious



COMMON IMPERFECTIONS IN PACKAGING

according to consumers

- difficulty
- in opening
- lack of re-closing mechanisms,
- poor legibility
- of information
- first opening protection element missing



What should packaging be like?

according to consumers

Safe and functional

Chemical inertness, protective properties, and the ability to be repeatedly opened and closed are highly valued by consumers



Informational

Consumers value packaging as a source of information about a product's ingredients and shelf life

Cheap

Price and promotion are key factors in choosing

Ecological

A valued but not decisive aspect



Recommendations

- Design packaging combining functionality, safety, and clarity
- Gradual and moderate implementation of eco-innovations
- Maintain affordability to meet consumer expectations

Conclusions for Agri-Food Sector

- Focus on consumer-centric packaging redesign
- Support sustainable transformation while staying competitive
- Develop algorithm for packaging redesign based on findings
- Pilot implementations for SMEs in Central Europe