



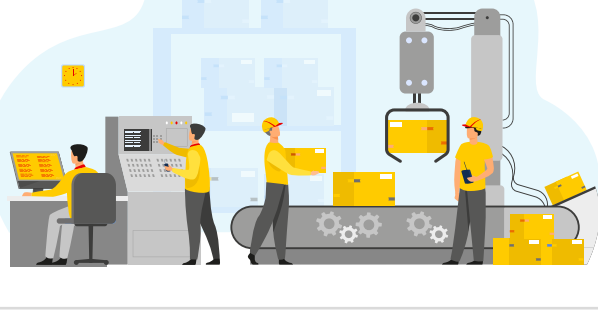
IS YOUR PACKAGING STRATEGY ALL WRAPPED UP?

Packaging is big business. The size of the market is US\$1.1 trillion and is projected to grow to US\$1.33 trillion by 2028¹

It has become a complex business too.

- Rising cost of labor and raw materials impacting the viability of suppliers
- Lack of visibility into Tier 2 and Tier 3 suppliers
- Demand planning pressures
 - Retailers are demanding differentiated products to stand out from competition
 - E-commerce is increasing demand for specialized packaging, for example gift boxes
 - Consumers want small, convenient, easy to open packages using sustainable material

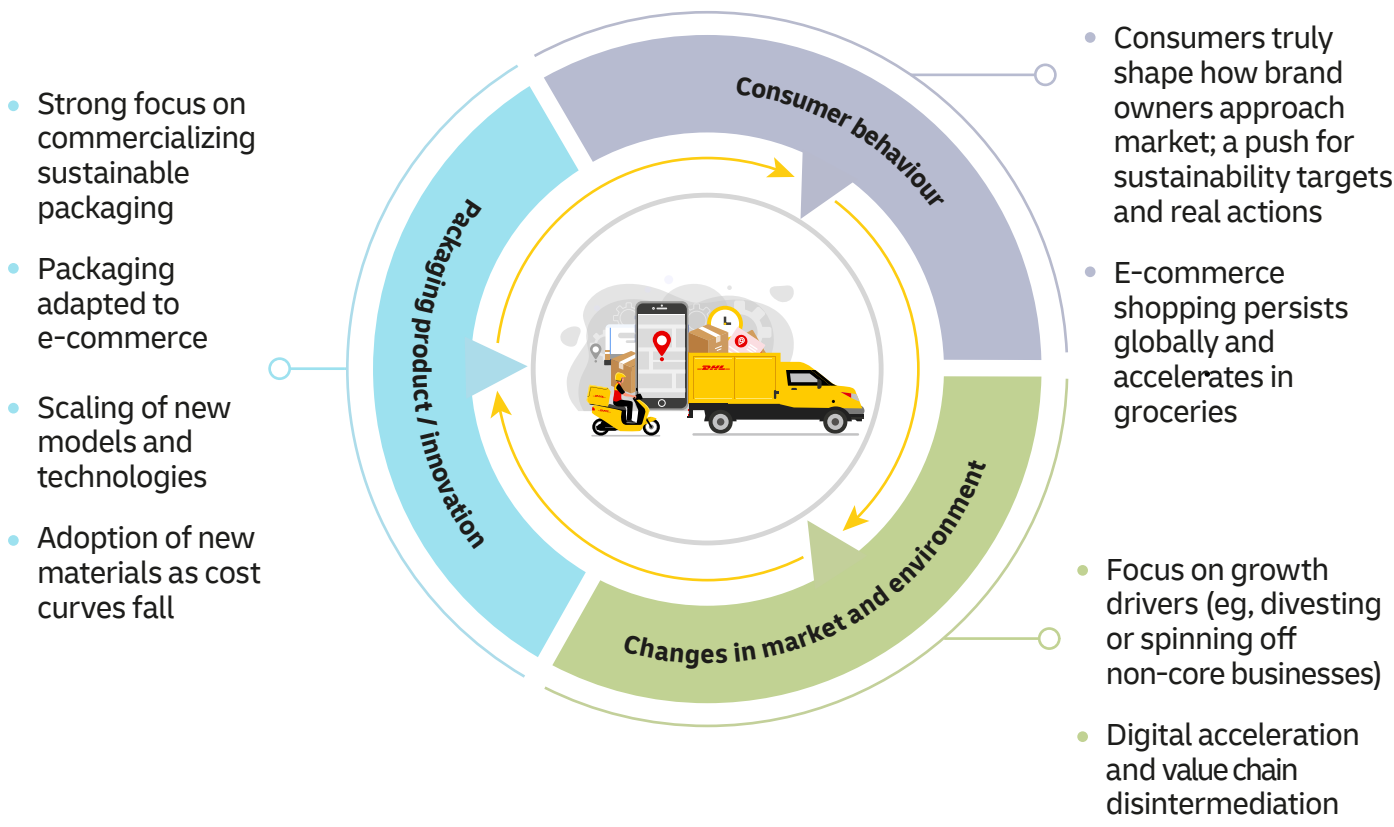
Packaging is integral to the supply chain process, yet it is often managed in silos and treated as a ‘bolt-on’ service, instead of being fully integrated. This makes it harder to digitalize, creates higher costs, increases waste and reduces the ability to react fast to customer and market demands.



The growing trend towards sustainable packaging is more than just a feel-good story—it’s how Consumer Packaged Goods companies can realize future profitability – Roland Berger²

McKinsey³ has identified three eras that have been characterized by major changes in **consumer behavior** (factor 1), which promoted **innovation and the development of new packaging products** (factor 2). **Changes in the market and global environment** ultimately led to renewed corporate and value-chain structures as well (factor 3).

The current era of sustainability and digital transformation looks like this:



The revolution sparked by two megatrends—sustainability and digital—is unprecedented in the packaging industry – McKinsey

DHL Supply Chain can help you meet your packaging challenges by orchestrating how materials are sourced, procured and ultimately transformed at the right time, price, environmental and social footprint.

The visibility we generate enables schedules to be adapted as customer needs change. We take care of your Materials Demand Planning; BOM/Part Rationalization and inventory Management. We source materials through a preferred Supplier Network and take care of Supplier Relationship Management, aggregating spend.

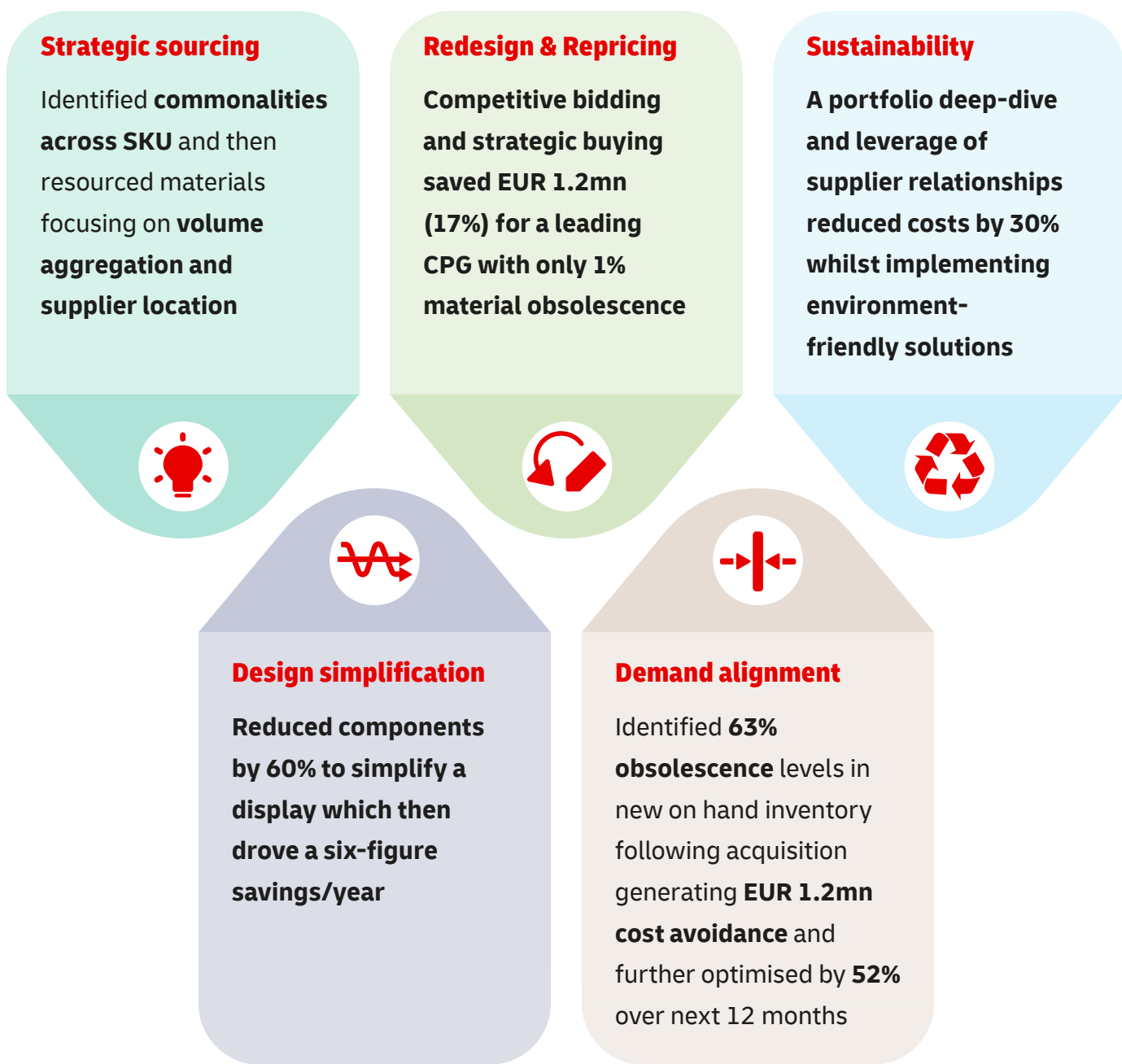


EXAMPLES OF OUR WORK INCLUDE



...AND VARIOUS E-COMMERCE FORMATS & OTHER VALUE-ADDED SERVICES

Applying our supply chain expertise along with our procurement scale and agility is creating big benefits for our customers. Fully integrating packaging and supply chain processes, and using the global leverage of our central procurement services, offers real savings opportunities.



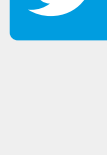
In summary, our holistic solution offers:



Contact us now to transform your Packaging operations

FOR FURTHER INFORMATION

Contact our supply chain experts [here](#) > or visit our [website](#) >



¹<https://www.mordorintelligence.com/industry-reports/global-packaging-market>

²<https://www.rolandberger.com/en/Insights/Publications/How-Consumer-Packaged-Goods-Companies-Can-Profit-from-Sustainable-Packaging.html>

³<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/2022-and-beyond-for-the-packaging-industrys-ceos-the-priorities-for-resilience>