



WHY PACKAGING STILL MATTERS; BUT NOT FOR THE REASONS YOU THINK

(PLUS, HOW STAHL PACKAGING COATINGS DIVISION IS STAYING AHEAD)



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Did you know that there are trend agencies dedicated to predicting the future of your preferences? In fact, these experts will probably know what you'll choose a year or two from now (long before you even realize it yourself). These agencies work tirelessly to forecast the next big colors, textures, and styles that the consumer will desire. Their insights help producers deliver the right solutions at the right time, keeping pace not only with market evolution and changing consumer needs, but also with shifting regulations. Yes, there is a lot to consider every day!

At Stahl, we're committed to staying ahead of the curve. In upcoming blogs, we'll introduce four key personas* that shape packaging trends. But first and to make sure we all speak the same language, let's explore what the latest studies reveal: Why does packaging still matter so much today?

(* A persona you said? In marketing, a persona is a detailed profile representing a segment of your audience, defined by their behaviors, preferences, and motivations)

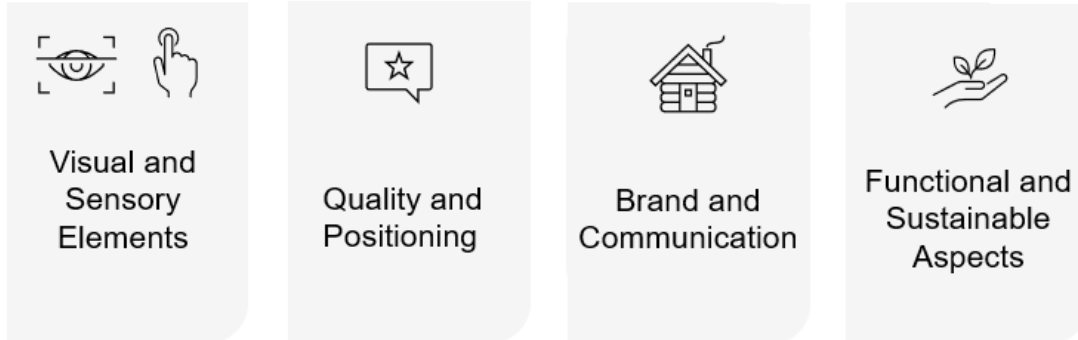
Let's be real: in a world where we're surrounded by choices (like, *35,000 decisions a day* kind of surrounded!), packaging is way more than just a pretty face on a shelf. It's the first handshake, the elevator pitch, and sometimes the entire brand story, all in one quick glance. If you think that's dramatic, consider this: [72% of shoppers admit packaging design actually influences their buying decisions.](#) That's not just a stat, it's a wake-up call for brands and a cheat code for consumers who want to know what's worth their money. It is also a crucial signal for coating suppliers such as Stahl, to innovate and adapt to these evolving expectations.

The four big vibes that drive us to buy

So, what's really pulling us in? According to several available studies online (e.g. [1](#), [2](#), [3](#)) , we can picture four main drivers behind why we pick up (or scroll past) a product:

- Visual and Sensory Elements
- Quality and Positioning
- Brand and Communication
- Functional and Sustainable Aspects

EXPLORING PURCHASE DRIVERS



Let's break these down!

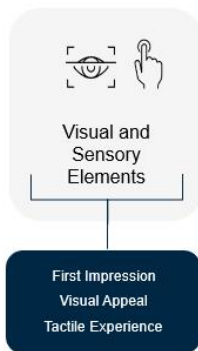
Visual & Sensory: love at first sight (and touch)

First impressions are everything, and packaging is the “silent salesman”. We make decisions in mere seconds (sometimes just 4 to 20 seconds in-store, or a lightning-fast 5 to 10 seconds online). Consider this: colors are powerful; blues calm us, reds get us hyped, and greens tap into our inner wellness guru. Brands obsess over these details because they know the right vibe can make us trust, crave, or feel a fear of missing out on their products.

But it's not just about looks. The way a package feels (smooth, textured, heavy, lightweight) can make us want to pick it up and never put it down. Take [Lumson's Pebble](#) packaging: minimalist, rounded, and with a stone-like texture that screams “nature meets luxury.” It's not just packaging; it's an experience. The same logic applies beyond cosmetics. Consider Burger King's King Trio (France): instead of just selling their best-selling burgers individually, they package them together in a curated meal experience. It's not just about the food; it's about the anticipation of enjoying fan favorites in one satisfying combo. The packaging, the presentation, and the idea of getting a “greatest hits” selection transform a regular meal into something special—proof that creating an experience goes far beyond the product itself.

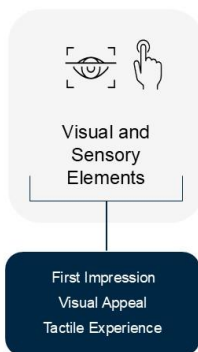
And when that packaging is missing, the experience feels incomplete ; even if the product itself hasn't changed. For example, friends of mine recently visited Burger King and noticed the table next to them received the King Trio in its special box, while they didn't, simply because the place hadn't planned for enough boxes. Even though they ate the same food, they felt like they were missing out—just because of the absent box. It's a small detail, but it made a big difference in how satisfying the whole experience felt.

EXPLORING PURCHASE DRIVERS



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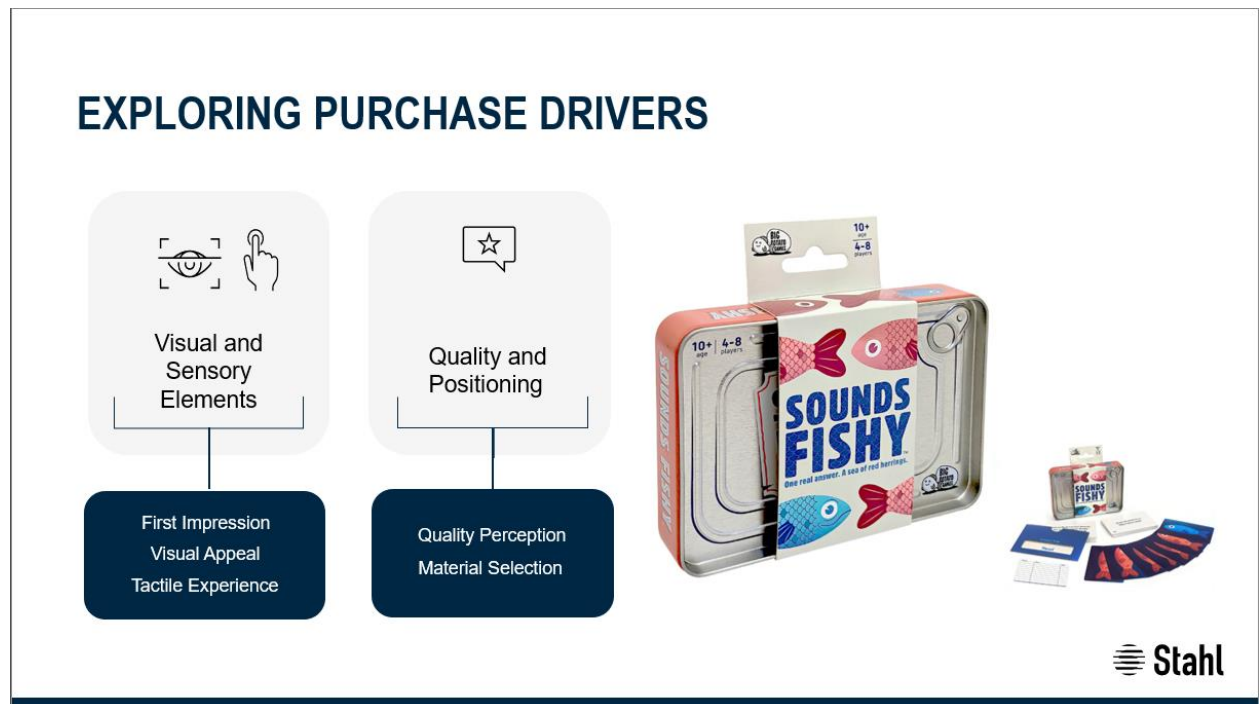
EXPLORING PURCHASE DRIVERS



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And shapes? They matter, too. Cylinders feel premium, rectangles are practical, hexagons are the beauty industry's secret weapon and die-cut shapes are for brands that want to flex their creativity. Even fonts are telling a story: sleek for tech, handwritten for approachability, bold for innovation, etc.

Quality & Positioning: the trust factor



Packaging isn't just about catching your eye; it's about making you believe you're getting something special. High-quality materials and finishes (think glass, aluminum, or a killer matte coating) signal that a brand truly cares. It's all about trust. When packaging feels premium, we're more likely to believe what's inside is worth it (even if it's just fancy water).

And here's a fun fact: women spend about 30% more time checking out products than men do. So, if you're a brand, don't skimp on the details. Those small touches (like sleek finishes or decorative accents) can make the difference between "meh" and "take my money".

Brand & Communication: more than just a logo

Routine helps us survive the decision overload, but when we do break out of it, clear communication is everything. Packaging needs to tell us what's inside, why it matters, and why we should care; all at a glance. Effective typography, clever design, and consistent branding help us spot our favorites and discover new obsessions. Innovative packaging can even become the reason we try something new.

As Steve Jobs once put it, "Packaging can be theater, it can create a story." Whether or not he said it (who trusts the internet nowadays?), the point stands: brands that nail their packaging are the ones we remember.

Functional & Sustainable: the no-compromise zone

Let's be honest though, if packaging doesn't do its job (protecting what's inside, being easy to use), it's a dealbreaker. But in 2025, sustainability is a must-have, not a nice-to-have. Eco-friendly materials, minimal waste, and smart design are all non-negotiable for a generation that cares about the planet as much as their Insta aesthetic.

Too long didn't read? (TL;DR)

- ⇒ Packaging is the first (and sometimes only!) chance for a brand to make an impression
- ⇒ Visuals, quality, brand messaging, and sustainability all play a massive role in our split-second decisions
- ⇒ If it looks good, feels good, and aligns with our values, we're sold

So, what does all this mean for brands looking to level up their packaging game? Here's the real talk: behind every unforgettable unboxing moment and every Insta-worthy package is a coatings supplier who gets what matters aka quality, sustainability, and serious innovation. Secret's out: Stahl is that partner.

As the global leader in specialty coatings for flexible materials, Stahl is all about creating next-gen solutions that give packaging the looks and the feel, without compromising sustainability. Whether you're after that luxe matte finish, crave tactile experiences, or need coatings that align with eco-conscious values, Stahl's got your back. Our coatings are the invisible force powering everything from bold beauty packaging to sustainable food wraps, all while helping brands meet the high standards of today's millennial and Gen Z shoppers.

But we're not just following trends, we're helping setting them with our partners. With a laser focus on sustainability (think water-based, recyclable, and bio-based coatings), a commitment to circular innovation through initiatives like CEFLEX, and partnerships that bring cutting-edge barrier technology to the table, Stahl is pushing the industry forward. Plus, our recent transformation into a pure-play specialty coatings company means we're all-in on that final, crucial layer of flexible materials and ready to help brands make a real impact on shelves, online, and in the world.

And hey, we know we just dropped a ton of trend insights and packaging wisdom on you... for free! (Yep, all this research and inspiration takes some serious brainpower, and maybe a little chocolate). So, we hope you don't mind us taking a moment to shine a light on what we do.

If you're a brand that wants to stand out, connect with conscious consumers, and build packaging that is as smart as it is stylish, it's time to team up with Stahl. Because in 2025, packaging isn't just packaging: it's your brand's first impression, and Stahl is here to make sure it's unforgettable.

In our next blog, we'll take a closer look at the concept of personas; detailed profiles that represent different segments of an audience based on their behaviors, preferences, and motivations. Understanding these personas is essential for creating packaging solutions that truly resonate with consumers. Stay tuned as we introduce four distinct personas whether [here](#) or [directly into our blog section](#), and explore how their unique perspectives can inspire the future of packaging design.