The 2018 survey respondents also identified the core benefits of personalized packaging, including increased consumer engagement (87.9%) and brand awareness (86.1%). It also found that 63.7% of respondents said personalized packaging increases sales and 52.8% said personalization projects have a positive impact on consumer loyalty.

According to Transparency Market Research, the global personalized packaging market is projected to grow at a compound annual growth rate of 5.1% between 2017 and 2025.

Coca-Cola launched its “Share a Coke” campaign in Australia in 2011, eventually rolling it out to more than 80 countries across the world. The core component of the campaign was a reworking of its labels, which read “Share a Coke with...” and a person’s name. When the campaign came to the U.S. in 2014, Coca-Cola saw its largest-ever year-over-year growth for the 20-ounce package: more than 19%.

More brands are embracing personalized packaging, adding customer names to labels to suggest a tailored experience for the individual.

In the world of social sharing, personalized packaging hits a nerve. The #ShareACoke hashtag has been used 653,000 on Instagram, featuring people (and animals) posing next to bottles and cans with their names. The #CareOf hashtag, used by vitamin company Care/Of, pulls up more than 12,000 customer photos of their personalized vitamin packages.

A 2018 study commissioned by Packaging Innovations and ThePackHub found that 66% of packaging professionals said personalized packaging is something they were currently implementing into their offerings or were considering. The survey also found that 89% said they believe this trend would increase during the next two to three years.

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