



How does Packaging Increase Sales?



When you visit any bakery, you'll see a wide variety of products on the shelves. According to studies, out of ten, seven will always choose a product based on its packaging design as they are more concerned about what the product is than blind picking.

For example, we always prefer to have bread as breakfast in our busy lives. When we go to a bakery, we might see wide varieties, but consumers always go for that **bread packaging design** that caught their attention and those who highlighted the benefits or USPs of the product.

While customers buy cakes, bread, or any bakery product, they carry it in different places and use it for different purposes. Having a unique and special packaging will not only be a pullout for your customers but will help create **brand awareness and eventually drive sales for your bakery business**.

Effective packaging plays a critical role in creating a lasting impression, especially in the current scenario, where online shopping is a trend. Implementing an attractive design with proper imageries, colours,

information, and features helps customers know more about the product and decide on the purchase.

Effective Packaging Design

Now let's discuss how an attractive bakery packaging design helps in the overall success of your brand:

1. Creating Brand Image:

Customers tend to connect a brand's image by how professional the packaging of a bakery product is. The common perception of "what looks best from the outside would be even greater from the inside. It's the fact that good packaging acts as a silent assurance of a quality product.

Indeed, good packaging mirrors your brand's personality. As the packaging is the best space to showcase your creativity, utilise it to increase **brand awareness**. As a highly competitive segment, it is true that packaging might not bring out initial sales, but if you succeed in creating an appealing brand image, customers start trying your products over competitors in future.

2. Adequate Communication:

Good packaging ensures that the imperative information is ready and accessible. Often, the packaging design includes product definition, ingredients, manufacturing, expiring dates and other information.

Incorporation of such data is helpful for consumers. In such a way, you can convey with your customers and create an occurrence that makes their life easier. Even executing the designs, colours, fonts, and imageries communicates adequate communication. Nowadays, consumers are concerned about what they are purchasing and appreciate this kind of communication.

3. Affecting Consumer Behaviour:

Knowing your target audience is necessary before creating your **bakery packaging design**. **Your packaging needs to be developed in such a way that it relates to consumer behaviour directly**. When you implement the right typeface, colours and other gradients that suit your bakery's packaging, it catches the right customers.

One of the vital factors that strike the customer psychology is "**colour**". They are directly accountable for the emotional connection between the brand and consumers. Likewise, the fonts used on the packaging, affect how consumers would feel about your bakery.

4. Product Impression:

Though the overall packaging creates a good impression, it's majorly the product imagery that makes the customer stop for a sec and takes your product. It is scientifically proven that imageries of food products attract consumers and persuade an urge to try it out.

5. Shelf Impact:

At times, even the best packaging design can go blind when it is placed on the shelf with other products. Make a trial run by placing your product on a shelf with other products under the same segment.

Evaluate how your product is looking? Whether it is unique to engage customers? The more distinct it looks, the greater it reflects sales growth. From various studies, only **30% of consumers** are fond of their favourite brands while the other **70% are influenced** by other factors, especially packaging.

6. Functionality:

Functionality and practicality are essential in a **bakery packaging design which is straightly linked to sales growth**. For example, an easy-to-use cake box will give the consumer more feasible reasons to buy your product.

Ensure your packaging can be easily stored and convenient in distribution. For example, a user will buy a cake box that opens with ease. Thus, consider the element of functionality as a piece of **packaging design** to increase sales.



Conclusion

No matter you are planning to establish a new bakery or a well-established one, branding it properly with a robust bakery packaging design is a must in the current era.

Bakery packaging design that depends on the nature of the product will help boost sales, intensify the value of the whole bakery product line, enlarge customer loyalty and elegant appearance. It will also convey the audience's core brand values and marketing communication.

The benefit of effective packaging plays a significant role in the bakery industry. In the present scenario, consumers look for a different experience when they enter a bakery – an attractive branding, **bakery packaging design** and enriched customer experience. In the end, it will increase your overall sales.

One of the most common bakery products that we buy daily is **Bread**. Even many people believe that if a bakery's in-house bread is good, then their other products also meet their expectations. So, creating the best quality bread and branding it with the **bread packaging design** can increase the overall sales of your bakery.