

PACKAGING INNOVATION

MENU



April 3, 2015

What's keeping brands from using resealable cereal boxes?

For as long as there have been breakfast cereals, there have been **nonresealable** cardboard boxes. Why do cereal brands refuse to answer the public's "cry for help"? Because, let's face it, we would all start our day a little bit better if the **cereal box** would cooperate, wouldn't we? Well, as it turns out, cereal manufacturers have their reasons to stick with the old fashioned box.

Boxed cereals are all we know

This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.

[Accept](#)

[Find out more](#)

Firstly, boxed cereals are what consumers have come to expect when browsing the supermarket aisles. Simply put, should a brand decide to make the bold move to **resealable bags**, it runs the risk of alienating its customer base. Furthermore, boxed cereals are easy to stack in stores.

The best value for money ...

However, in this case, the advantages of resealable packaging far outweigh the potentially harmful consequences. The market generally wants what is the **best value for money**, and minimal packaging that offers long-term product enjoyment is certainly the best value.

Are resealable cereal boxes too expensive?

And yet, most cereal brands stick with boxes. One possible explanation is that **resealables** might simply be too expensive to implement. Research has shown that most consumers prefer zipper seals over less expensive tape seal designs.

And there's the issue of **branding**. It's easier to display your brand on a nice upright box than it is on a bag. The surface area of the box is a nice canvas area for the brand's label design, whereas a bag ... – well, not so much.

Time will tell ...

As it turns out, the flexible and resealable cereal bag walks the line between **familiarity and innovation**, and it remains to be seen whether brands will have the courage to tread unfamiliar territories. Time will tell ...

Share this:



Related posts

This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.





5 food packaging trends every designer should know
March 7, 2016



Redesigning the world's leading confectionery packaging - giving M&M's a facelift
February 13, 2015



Award winning resealable can | Can2Close
June 24, 2013

SHARE ON **FACEBOOK**

TWEET ON **TWITTER**

SHARE ON **LINKEDIN**

[cereal boxes](#) [resealable boxes](#) [resealable cornflakes](#) [resealable food boxes](#)
[resealable packaging](#) [resealable packaging design](#)

FREE WHITE PAPER

How brands can go to market faster

DOWNLOAD NOW

MOST POPULAR

The advantages and disadvantages of plastic packaging
This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.
[7 creative packaging design ideas that will make you smile!](#)

The psychology of color in food packaging

3 benefits of corrugated cardboard packaging

Thirsty for inspiration? 5 creative beverage packaging designs!

READ MORE ABOUT

Food packaging (79)

Packaging design (74)

Innovative packaging (69)

Creative packaging (66)

Eco packaging (48)

Product packaging (44)

Brand equity (31)

Other cool things (31)

Labels and tags (28)

Interactive packaging (24)

Cardboard packaging (22)

CATEGORIES

Brand consistency

Brand equity

Cardboard packaging

This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.

Accept

[Find out more](#)

- Creative packaging
- Eco packaging
- Esko news
- Food packaging
- In-store displays
- Innovative packaging
- Interactive packaging
- Labels and tags
- Other cool things
- Packaging bags
- Packaging design
- Packaging industry news
- Packaging management solution
- Packaging materials
- Packaging prepress
- Packaging software
- Plastic packaging
- Product packaging
- Sign and display
- Signage
- Uncategorized

This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.

[**Accept**](#) [Find out more](#)



ABOUT THIS BLOG

The Esko blog brings packaging inspiration from all over the globe. We focus on creative design, packaging innovations, new trends, eye catching signage, ecological solutions...

WE OFFER SOLUTIONS FOR

Brand management

Structural packaging design

3D packaging design

Packaging prepress

Digital flexo plate making

Digital cutting

STAY CONNECTED ON

Facebook

Twitter

LinkedIn

YouTube

© 2017

[Esko-Graphics bvba.](#)

[Terms of use](#)

[Inspiration for your Large Format Business](#)

This blog uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish.

[Accept](#) [Find out more](#)