



Good things come in small packages – the importance of sizeable packaging
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Why small package design might be better for your product ...

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Bigger isn't always better. In fact, your product might benefit from a **smaller package design**. Your consumers might respond better to “on the go” packages, while retailers with limited shelf space are likely to find a better spot to display your product. Let's explore three interesting benefits of small size packages.

Small package design to improve customer experience

Who are your consumers and where do they buy your product? Is your product targeted towards large families who do groceries once a week at a local supermarket? Then bigger is indeed better. If your target audience consists of singles or people without children, however, then **smaller is better**.

If you offer your product in smaller doses, you might even find a **new market** for your brand. If you do so successfully you can introduce new flavors or variations of your product to keep things fresh. Indeed, your customers are more likely to try new things if they don't have to buy their first taste in bulk.

Small packages in smaller stores

If you design small size packages your product is ideal for small box stores with limited shelf space. Of course, **if you go small, try making the package as small as possible, for the retailer's convenience**. Just like consumers appreciate “on the go” products, so do retailers appreciate packages that can be stacked, stored and housed compactly. You shouldn't exaggerate though, if

the package becomes a hassle to keep in a neat stack, you might face disgruntled store owners and your shelf space in disarray.

Attracting attention with small packages

Keep in mind, you want to create a package that stands out on the shelf. Smaller packages require a distinct approach. Your smaller size packages shouldn't be just scaled down versions of the original, they should be **created specifically for your target audience**: small, two-person or fewer households.