

Research on Packaging Methods and Existing Problems of Cosmetics in E-commerce Channels

Li Qingsong

Suzhou Chuxia Trading Co., Ltd. Suzhou, Jiangsu, China

Abstract: In recent years, the cosmetics market has developed rapidly. With the catalyst of e-commerce channels, mini programs, new retail, distribution models, live streaming sales, etc. have shown diversified developmental trend. Moreover, the sales volume of cosmetics continues to increase, with significant fluctuations in growth rate. In 2022, the sales volume of cosmetics was increased by 14.24% compared with sales volume of 2021. Based on this, this paper mainly analyzes the current problems in cosmetics packaging under the e-commerce channel model, and proposes corresponding improvement plans.

Keywords: E-Commerce; Channel; Cosmetics; Packing; Improvement Strategy

With the rapid development of the Internet economy, e-commerce has become one of the important sales channels in the cosmetics industry. Cosmetics companies are turning their attention to the e-commerce market in order to gain a foothold in the fierce market competition. However, the packaging methods and existing problems of cosmetics in e-commerce channels have gradually become a bottleneck restricting the development of enterprises. By studying the packaging methods and existing problems of cosmetics in e-commerce channels, theoretical basis and practical guidance can be provided for cosmetics companies to optimize their e-commerce channel packaging strategies.

1. Packaging Methods for Cosmetics in E-Commerce Channels

Firstly, minimalist packaging has become mainstream, emphasizing practicality and low cost in packaging design style, with the main purpose of reducing logistics and improving transportation efficiency. Minimalist packaging usually uses lightweight and easily recyclable materials, such as paper packaging, plastic film packaging, etc. Based on this, attention is paid

to functionality, such as slip resistance and leak proof design, to ensure the safety of products during transportation.

Secondly, personalized packaging is gradually emerging. Some companies provide customized packaging services to meet consumers' pursuit of uniqueness and personalization. This type of packaging not only prints detailed information related to production. Simultaneously, it also includes the consumer's name and special dates to enhance their sense of belonging and purchasing experience.

In addition, environmentally friendly packaging has become a development trend, and more and more cosmetics companies are using biodegradable and recyclable materials to reduce their impact on the environment and enhance their brand social responsibilities.

2. Problems with the Packaging Methods of Cosmetics in E-Commerce Channels

2.1 Lack of Environmental Considerations in Packaging Materials

While pursuing cost-effectiveness, some cosmetics companies choose to use standard packaging materials with lower costs, such as plastic, aluminum foil, etc. This singular material selection limits the innovation and diversity of packaging design, while also leading to the neglect of environmental factors. The use of a single material may lead to a lack of personalization in packaging, which cannot meet the actual needs of consumers for unique packaging. In addition, a single material may not provide sufficient protection, making the product more susceptible to damage and impact during transportation.

2.2 Over-Packaging

In addition to the relatively simple packaging, the problem of excessive packaging is commonly present in cosmetics on e-commerce channels. Some cosmetics brands excessively

decorate their product packaging in pursuit of a high-end image, resulting in serious waste of packaging materials in this process. This excessive packaging not only increases logistics costs, but may also mislead and affect consumers, leading them to believe that the quality and value of the product are higher. In addition, excessive packaging can also have a negative impact on the environment, as more materials mean more resource consumption and more waste generation.

2.3 Lack of Marketing and Personalization in Packaging Design

The packaging design of cosmetics faces the problem of insufficient marketing and personalization in the current market competition.

Firstly, many packaging designs lack clear marketing guidance and assistance, and do not fully reflect the unique selling points and positive effects of the product, making it difficult for consumers to choose the target product for marketing among the many products.

Secondly, the personalized design of packaging is insufficient and does not meet consumers' pursuit of uniqueness and personalization in the actual marketing process. Most packaging designs are moving towards homogenization in this process, lacking innovation and uniqueness, making it difficult to attract young consumers who pursue individuality.

In addition, packaging design also has certain limitations in material selection, structural design, color matching, and other aspects, and has not fully utilized the basic marketing and brand communication functions of packaging.

3. Optimization Strategy for Cosmetics Packaging Methods in E-commerce Channels

3.1 Adopting Environmentally Friendly Materials and Sustainable Design

In order to optimize the packaging of cosmetics in e-commerce channels, the top priority should be taken to use environmentally friendly materials and sustainable design patterns, which means choosing recyclable, biodegradable, and bio based materials.

In addition, it also includes recycled paper, plant fibers, bio-plastics, etc., in order to reduce the impact and limitations on the environment.

At the same time, packaging design needs to avoid excessive decoration issues, use a simple and practical style, and reduce unnecessary material usage. For example, environmentally friendly inks and adhesives can be chosen to ensure that the entire packaging process has minimal impact on the environment. You can also design some reusable packaging, such as reusable sealed packaging bags or containers that can be converted into other uses. Finally, it is wise to implement a packaging recycling plan to encourage more consumers to participate in packaging recycling, providing recycling information and support.

3.2 Enhance the Protection and Practicality of Packaging

In the e-commerce channel, the optimization of cosmetic packaging cannot be ignored, among which enhancing the protection and practicality of packaging is a crucial link. Cosmetics face various challenges during transportation, such as vibration, impact, compression, etc., which may affect the integrity and quality of the product.

Therefore, packaging design must be carefully conceived to ensure that it can provide a sturdy protective layer for the product. In order to enhance the protection of packaging, companies can take a series of specific measures. Firstly, using thicker cardboard boxes can significantly improve the compressive strength of packaging, reducing the possibility of deformation or breakage during handling and stacking. In addition, built-in cushioning materials, such as bubble bags, foam blocks or environmentally friendly pulp fillers, can absorb and disperse the impact generated during transportation, and protect cosmetics from damage.

3.3 Enhance the Marketing and Personalized Value of Packaging

To begin with, it is necessary to utilize advanced digital printing technology to provide customized packaging and services. This means that unique packaging can be customized to meet consumers' personalized needs, such as personal preferences, special occasions, or commemorative dates. This kind of service can make consumers feel the unique care brought by the brand, thereby establishing a deeper emotional connection.

What's more, interactive elements can be

added to the packaging to increase consumer engagement and experience. For example, a QR code can be set on the packaging, and consumers can scan the code to obtain more information about the product, including usage methods, ingredient analysis, etc. They can also participate in lottery activities to increase the fun of shopping. The use of this interactive method can not only enhance the shopping experience for consumers, but also collect consumer data for businesses.

4. Conclusion

As an important component of brand image and a guarantee for product safety transportation, the optimization and innovation of cosmetic packaging in e-commerce channels are crucial. By applying and using environmentally friendly materials, as well as enhancing marketing and personalized value, not only can the risk of damage during transportation be reduced, but the brand image level can also be

improved, and consumer purchase intention and loyalty can be enhanced. In short, the packaging of cosmetics in e-commerce channels is a systematic project that requires joint efforts from enterprises, consumers, and regulatory agencies. Enterprises also need to continuously innovate packaging design, pay attention to the balance between environmental protection and practicality, strengthen brand marketing and personalized services.

References

- [1] Dai Chaonan, Zhuang Dehong, Wan Qing. Research on Cosmetics Packaging Design Strategies from the Perspective of Experience Economy [J]. *Daily Chemical Industry (Chinese and English)*, 2023, 53 (08): 954-962
- [2] Wei Feifei. Problems and Countermeasures of E-commerce Logistics Packaging [J]. *Logistics Times Weekly*, 2023 (5): 116-118