

Why More Consumer Brands Are Prioritizing Premium Unboxing Packaging in 2026

Retail and eCommerce Brands Continue Focusing on Packaging Presentation, Customer Experience, and Product Protection



INFINITY
PACKAGING SOLUTIONS

PRESS RELEASE

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Elevating first impressions, building brand loyalty, and driving shareable experiences through premium packaging.

- STRONGER FIRST IMPRESSIONS
- BOOSTS BRAND PERCEPTION
- DRIVES CUSTOMER LOYALTY
- ENCOURAGES SOCIAL SHARING

Encinitas, California May 7, 2026 ([Issuewire.com](https://www.issuewire.com)) - Infinity Packaging Solutions reports growing interest among U.S. consumer brands in premium unboxing packaging as businesses continue investing in packaging strategies designed to support product presentation, customer experience, and retail differentiation across both eCommerce and in-store environments.

Industry demand for premium packaging solutions has expanded in recent years as brands increasingly view packaging as an extension of product presentation and brand identity. Packaging manufacturers and retail suppliers are seeing continued adoption of custom rigid boxes, magnetic closure packaging, custom inserts, and retail presentation packaging across industries including beauty, consumer electronics, gourmet food, subscription products, fashion, and specialty retail.

According to Infinity Packaging Solutions, many consumer brands are placing greater emphasis on packaging structures that combine visual presentation with product protection and operational performance. As online retail competition grows, businesses are also evaluating how packaging contributes to customer perception during delivery and unboxing experiences.

“Packaging has evolved beyond basic transportation and storage functions,” said a spokesperson for Infinity Packaging Solutions. “Many brands are now considering how packaging presentation, structural design, protective inserts and material selection align with broader retail and customer experience strategies.”

The company notes that premium unboxing packaging is increasingly being used for product launches, influencer campaigns, subscription packaging, and seasonal retail promotions where presentation and packaging consistency are important considerations. Magnetic closure rigid boxes and two-piece rigid setup boxes continue to be commonly used for premium consumer products because of their durability, presentation quality, and customization flexibility.

Infinity Packaging Solutions provides custom packaging solutions for retail, industrial, and point-of-purchase applications throughout the United States. The company offers **custom rigid boxes, litho laminated boxes, corrugated packaging, [custom foam packaging](#), molded pulp packaging, POP & counter displays** and flexible packaging solutions designed to support retail distribution, product protection, and merchandising requirements.

The company also reports increasing demand for custom inserts and protective packaging components that help improve product stability during shipping and fulfillment. Businesses shipping fragile or presentation-focused products are increasingly evaluating packaging structures that support both protective performance and premium visual appeal.

Sustainability continues influencing packaging procurement decisions as well. Many brands are exploring recyclable rigid packaging materials, molded pulp packaging, and reduced-plastic packaging alternatives as part of broader environmental initiatives and retail sustainability programs.

Industry analysts continue observing growing consumer attention toward packaging presentation, particularly in categories where customer experience and product perception influence purchasing decisions. Premium packaging solutions are also being adopted more frequently in direct-to-consumer retail models where packaging serves as one of the first physical interactions customers have with a brand.

With more than 30 years of industry experience, **Infinity Packaging Solutions** continues working with brands across multiple sectors to develop packaging solutions tailored for retail presentation, shipping protection, and operational efficiency.

About Infinity Packaging Solutions

Infinity Packaging Solutions is a California-based packaging company specializing in custom retail, industrial, and point-of-purchase packaging solutions for businesses across the United States. The company provides packaging design, structural engineering, prototyping, and production services for a wide range of industries.

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Source : Infinity Packaging Solutions

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