

FMCG Packaging Accuracy & Compliance

A snapshot of the full FMCG Packaging Accuracy & Compliance Report

Why Packaging Accuracy Matters More Than Ever

FMCG brands operate in a high-velocity environment where packaging is both a **brand asset** and a **compliance touchpoint**. With growing complexity across languages, claims, ingredients, nutrition tables, and retailer requirements, the risk of errors has never been higher.

Yet most teams still juggle fragmented tools (email, shared drives, offline files). This slows approvals, increases rework, and raises the risk of recalls.

What the 2025 Study Reveals

A GLG survey of **100 FMCG packaging professionals** across North America and Europe found clear pressure points in the artwork lifecycle.

Top Process Challenges

- 48%** Regulatory checks happen too late
- 44%** Multiple hand-offs and offline systems
- 41%** Files scattered across platforms
- 38%** Manual checking and approvals

Impact of Errors

- 69%** Reprint costs
- 57%** Repackaging costs
- 43%** Reputation damage & Launch delays

Errors are expensive, slow and avoidable.

How FMCG Teams Want to Improve

Across all categories, teams want solutions that make packaging verification faster, more consistent, and less manual.

Top Desired Outcomes

- 38%** Regulatory checks happen too late
- 23%** Multiple hand-offs and offline systems
- 14%** Files scattered across platforms

Most Valued Capabilities

37% Automated error detection	
14% Repackaging costs	10% Barcode & font accuracy checks
11% Reputation damage & Launch delays	64% say seamless integration with existing tools (AMS, DAM, RIM) is critical.
9% Reprint costs	

Where FMCG Stands Today

Artwork maturity varies widely.

Three Maturity Levels

EMERGING	Manual, fragmented, inconsistent.
DEVELOPING	Some automation; regional or category-driven improvements.
ADVANCED	Centralized, integrated, data-driven workflows.

The Industry Shift: Why Automation Is Rising

To meet retailer requirements, GS1 standards, and the speed of both the physical and digital shelf, automation is becoming foundational.

Automation supports FMCG priorities:

- ✓ **Speed:** Faster revisions and fewer approval cycles.
- ✓ **Accuracy:** Consistent content across markets and formats.
- ✓ **Compliance:** Auditability and alignment with retailer & regulatory rules.

Packaging is becoming more complex. Automation is how brands keep accuracy high without slowing down.

The Regulatory Shift: Balancing Compliance and Time to Shelf

- ✓ Rising content complexity across FMCG categories e.g. Product Claims, Reformulations, Multiple Consumer Channels
- ✓ High SKU velocity and regional variation e.g. Localization, Line Extensions, Seasonality
- ✓ Category-specific regulatory sensitivity e.g. INCI, Allergens, Warnings
- ✓ Ability to scale depends on automation e.g. Code verification, Content Governance

Contact us to receive the full report.

Contact Us

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