

# Why You Should Add Folding Boxes to Your Portfolio

Folding boxes have been used to make some of the most successful product packaging ever made. This is because folding boxes are highly flexible and offer so many opportunities to get creative. One example of successful folding box packaging is the [NARS cosmetics company](#), which used folding boxes to create highly-sophisticated packaging that reflected their upmarket brand. Packaging has helped numerous companies strengthen their branding.

## A Growing Market

The folding box market in North America has been snowballing. For example, in the US it is expected to grow to almost [\\$94 billion in 2026](#), up from \$74.5 billion in 2019.

The folding box market is expected to see such growth for some very good reasons. Folding boxes are affordable, cost-effective, easy to use, flexible, and many types offer environmental benefits. Another major contributing factor to the recent surge in the popularity of folding boxes is growth in the ecommerce market. The global ecommerce market is itself forecast to grow to [\\$7.4 trillion in 2025](#), up from \$4.9 trillion in 2021.

The ecommerce industry was already growing before the pandemic hit. When the pandemic hit, shopping habits changed drastically, and people started shopping online in numbers never seen before. These new habits are likely to remain “the new normal,” meaning demand for folding boxes will remain strong.

### Higher Profits

Adding folding boxes to your portfolio will help boost your profits in several ways. A less commoditized market, higher value products, and less competition all help to contribute to a boost in your bottom line.

When working with SinaLite, you will also get to take advantage of wholesale prices, further helping your profits. Many customers looking for product boxes are also likely to be interested in other products or services that you offer, increasing your sales and revenue even more.

### Enhance Your Print Business

If you diversify your current portfolio and start offering folding boxes on top of your other services, you'll be better equipped to meet your customer's needs. If you provide the service before your competitors do, it helps you woo customers away from them, allowing your business to gain an edge in the market.

### Attract and Keep Customers

Adding folding boxes to your portfolio will help you attract new customers and keep your existing customers loyal. Keeping your existing customers means they will not go to your competition, giving you a competitive edge.

However, it won't be long until your competitors jump on the wagon. If you get involved in the folding box industry now, you will already be established by the time your competitors catch up, giving you a head start. This makes it a good idea to get started as soon as you can.



### **Be Seen as an Innovator**

Adding folding boxes to your portfolio will help your customers see you as an innovative supplier that offers a one-stop-shop service that caters to all their needs. Overall, folding boxes will help ensure your customers see you as a company they can rely on to deliver what they need.

### **How to Get Involved**

The team at SinaLite helps make it easy for print companies to get involved in the folding box packaging market. Our custom printed folding boxes help you meet your customers' needs and get established in this growing and lucrative market.

SinaLite's wholesale prices reduce your financial risk and improves your profit margins so that you can get a head start and gain a foothold in the industry. Visit our folding box products to learn more.