Packaging Audit Checklist

Use this checklist to evaluate existing packaging for performance, usability, brand alignment, and production readiness.

1. Product Fit & Protection

- ■ Product fits securely with minimal movement
- ■ Packaging protects product during transit
- ■ No damage observed after shipping or handling

2. Structure & Functionality

- ■ Easy to open and close
- ■ Resealable or reusable if required
- ■ Intuitive assembly or unboxing

3. Visual Design & Branding

- ■ Branding is clear and consistent
- ■ Key messaging readable at shelf distance
- ■ Stands out from competitors

4. Information & Compliance

- ■ Legal and regulatory information present
- ■ Barcodes scan correctly
- ■ Recycling or disposal info included

5. Materials & Sustainability

- ■ Materials appropriate for product
- ■ Excess material minimized
- ■ Sustainability goals supported

6. Manufacturing & Cost

- ■ Suitable for manufacturing process
- ■ Opportunities for cost reduction identified

Notes / Opportunities for Improvement: _____

Audit Categories

Category	Before Score (1–5)	After Score (1–5)	Notes:
Product Fit & Protection			
Structure & Functionality			
Visual Design & Branding			
Information & Compliance			
Materials & Sustainability			
Manufacturing & Cost Efficiency			
Retail / E-commerce Performance			

Overall Comments / Key Improvements Identified: _____

Use this document to support redesign decisions, cost-reduction initiatives, and performance comparisons.

Rating Scale

Score	Meaning
1	Poor — Major issues, redesign required
2	Fair — Significant improvements needed
3	Good — Meets basic requirements
4	Very Good — Performs well with minor refinements
5	Excellent — Best-in-class performance