



2025 PACKAGING AND PROCESSING MACHINERY BUYING CYCLE STUDY

PART 1 & 2

Understanding your customers is key to success. The PMMI Media Group Buying Cycle Survey provides invaluable insights into what drives organizations to invest in new equipment, how they research their options, and what ultimately influences their purchasing decisions. Use this data to refine your sales strategies and connect more effectively with your target audience.

www.pmmimediagroup.com

About Us

PMMI Media Group is not just a media provider, but a vital part of the industry's ecosystem, fostering connections, education, and growth between end users and suppliers in the market.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 1,000 North American manufacturers and suppliers of packaging and processing equipment, components, and materials. PMMI further unites the industry and produces the world-class PACK EXPO portfolio of trade shows.

PMMI Media Group brands include Packaging World, ProFood World, Healthcare Packaging, OEM, Mundo EXPO PACK and Contract Manufacturing and Packaging.

About the Survey

This survey reflects the voices of verified end users — With 383 respondents for Part 1 of the study and 248 respondents for Part 2 of the study. All respondents hold buying influence or decision-making authority within their organizations, ensuring the insights are both relevant and actionable.

Respondents are subscribers to PMMI Media Group's trusted brands, including:

- Packaging World
- ProFood World
- Healthcare Packaging

These are engaged industry professionals, not passive readers—active participants who turn to our content for guidance on equipment trends, vendor selection, and capital investment strategy.

The result is a qualified, data-rich look into the actual buying behaviors, priorities, and frustrations of those shaping equipment decisions across sectors like food and beverage, healthcare, and industrial manufacturing.



2025

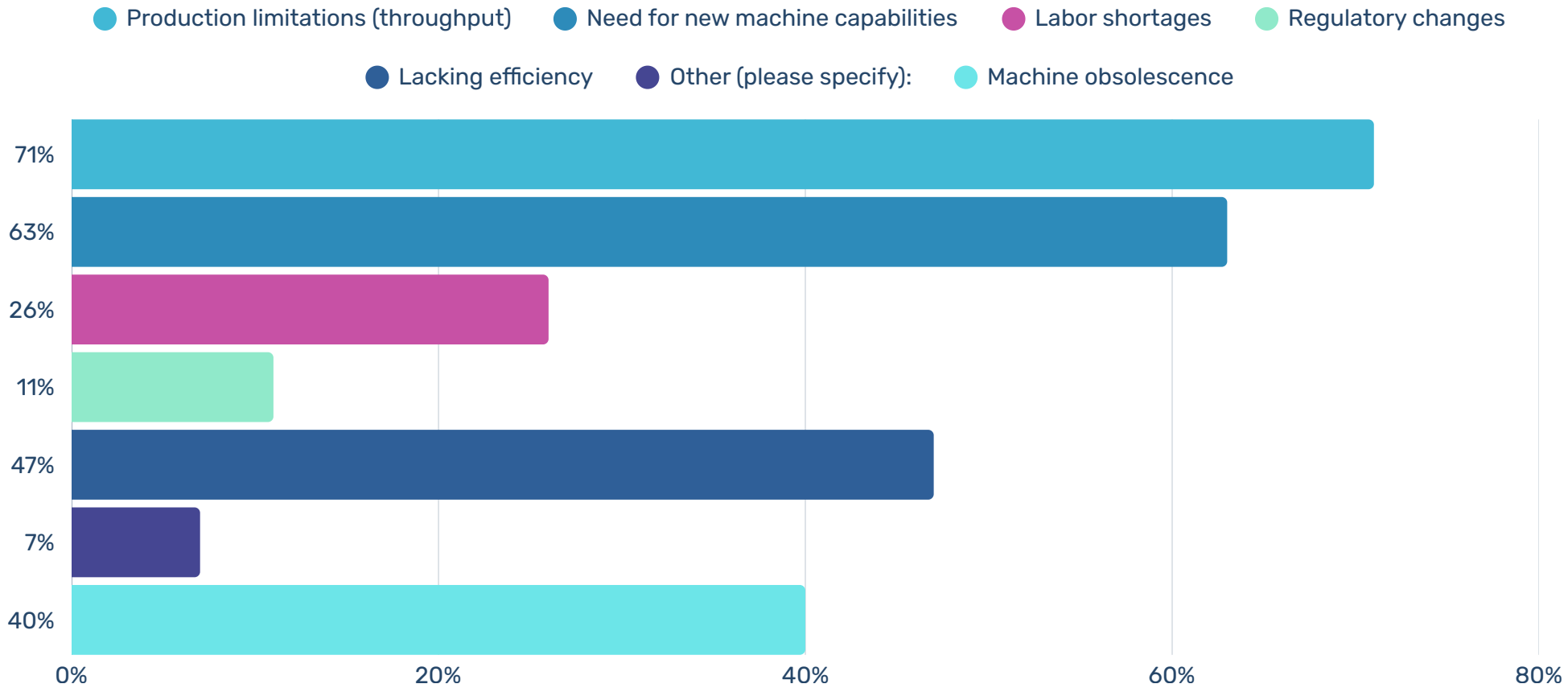
PACKAGING AND PROCESSING MACHINERY BUYING CYCLE STUDY

PART 1

(383 RESPONDENTS)

Why Organizations Buy New Equipment

What are the triggers that typically lead your organization to consider investing in new equipment?
(Select all that apply)

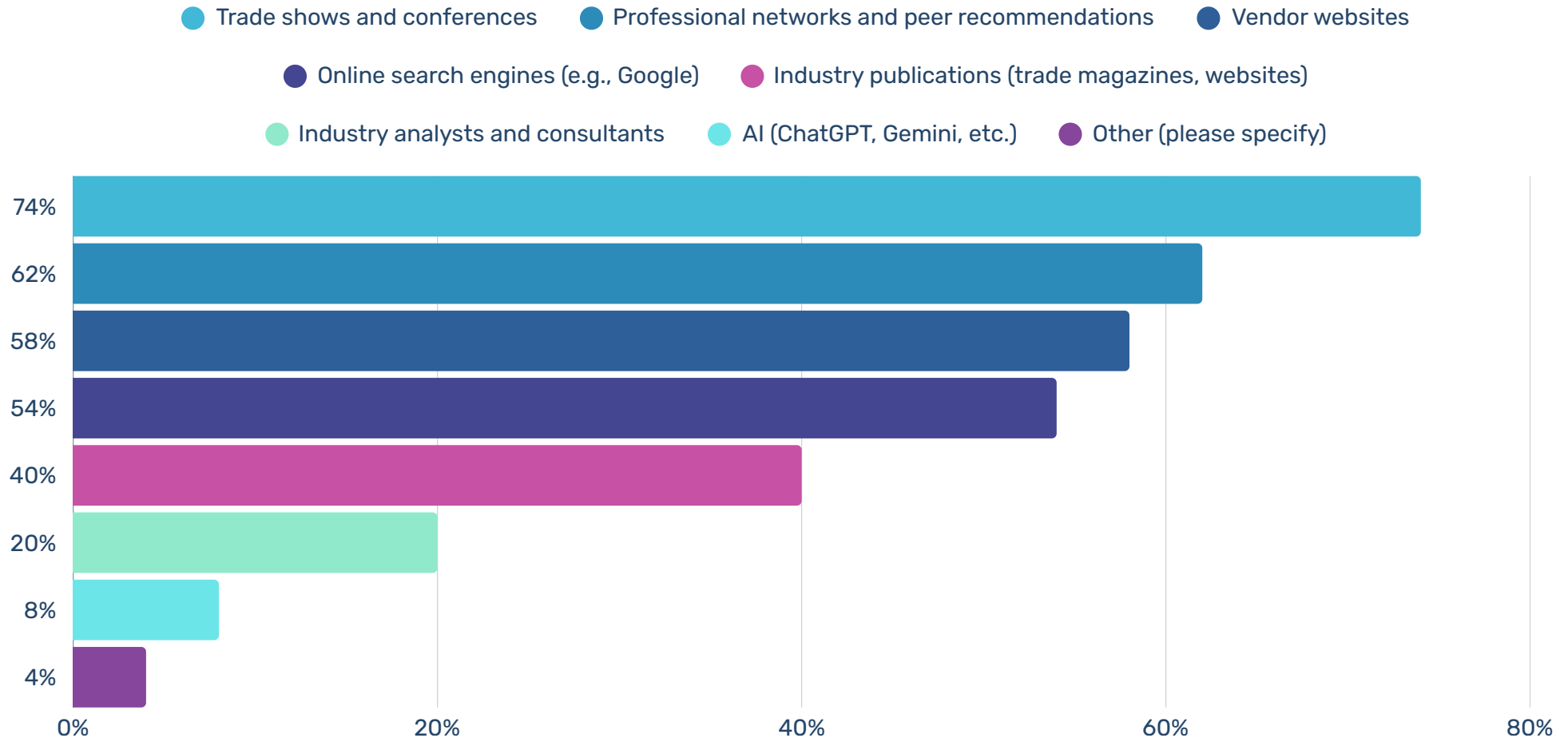


Supplier Takeaway

Focus your messaging on how your equipment solves common pain points like production bottlenecks, enhances capabilities, and improves efficiency. Highlight solutions for labor challenges and the benefits of upgrading from outdated machinery.

Where Buyers Look

When your organization begins exploring equipment options, what are your go-to sources for information?
(Select all that apply)

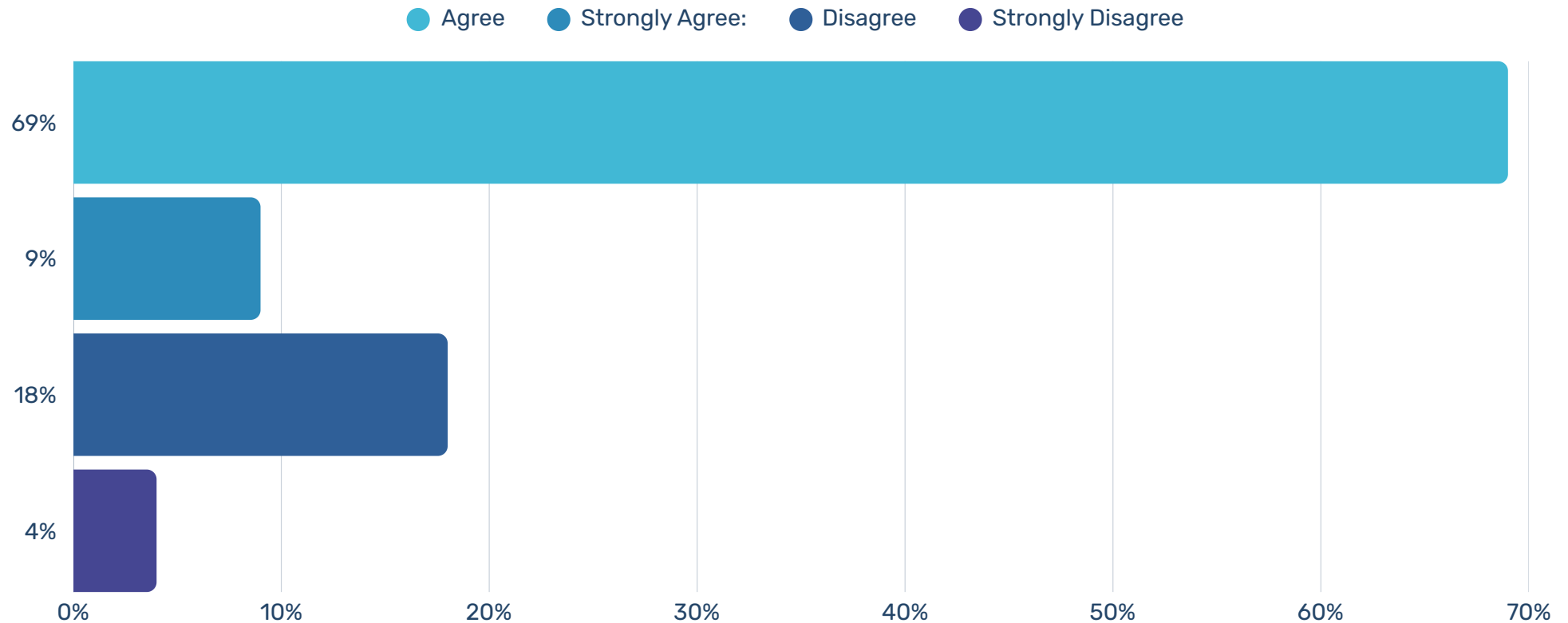


Supplier Takeaway

A multi-channel approach is essential. Maintain a strong presence at trade shows, encourage positive word-of-mouth through excellent service, optimize your website for search engines, and ensure your content is valuable and easily discoverable. Don't overlook the growing influence of online search and industry publications.

The Power of Supplier Content

To what extent do you disagree or agree that webinars, case studies, or thought leadership from machinery suppliers influence your initial research into a supplier company?

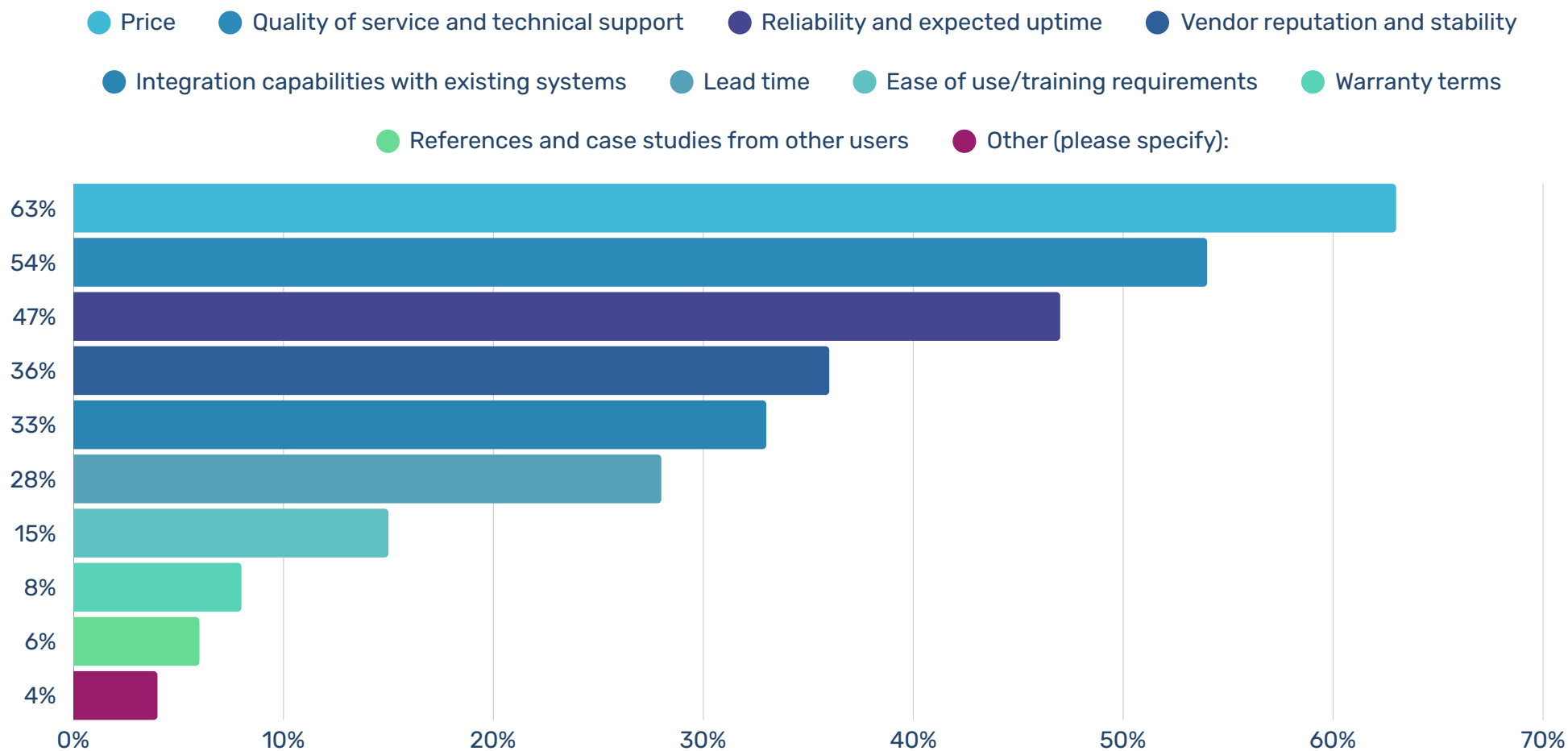


Supplier Takeaway

Invest in high-quality content marketing. Webinars, detailed case studies, and insightful thought leadership pieces are highly effective in shaping buyers' perceptions and driving initial interest in your company.

What Matters Most to Buyers

When evaluating potential equipment vendors, what are the top three most important factors influencing the decision?



Supplier Takeaway

While price is a significant factor, we found it's transparency in price, opposed to actual cost. Emphasize the long-term value of your equipment through robust service and support, proven reliability, and a strong company reputation. Highlight seamless integration and reasonable lead times as key differentiators.

Making the Buying Process Easier - 5 Major Themes

Buyers offered numerous suggestions on how vendors could improve the buying process.

#1 TRANSPARENCY

An overall theme and popular verbatim comment from our surveyed audience indicated requests for clear, upfront, and honest information, particularly regarding pricing, limitations, total costs, and lead times.

SUPPLIER TIP

Implement a "Transparent Pricing & Scope" policy. On your website or initial proposal, clearly list base model pricing, common options with their costs, and explicitly state what is not included (e.g., installation, specific customization beyond standard options, specialized training). For services, provide tiered pricing or clear hourly rates. This upfront honesty builds trust and manages expectations, even if your price isn't the lowest.

“

Often we get quotes with a base price and options, but the options really aren't options at all. So, if someone quickly glanced at a quote, they might be misled as to the total, realistic cost of the product or service.

”

Making the Buying Process Easier - 5 Major Themes

Buyers offered numerous suggestions on how vendors could improve the buying process.

#2 COMMUNICATION

Buyers also requested more readily available information (online, videos, detailed specs), better communication throughout the process, and responsiveness from vendors.

SUPPLIER TIP

Create a comprehensive "Self-Serve Information Hub." Beyond marketing brochures, develop a detailed section on your website with technical specifications, power requirements, dimensions, typical throughputs, and downloadable CAD drawings or 3D renderings. Also, offer a library of short, informative videos demonstrating key features, setup, and basic troubleshooting. This empowers potential buyers to conduct initial research without immediate sales pressure.

“

Improve availability of information on websites without hiding it behind an email sales wall.

”

Making the Buying Process Easier - 5 Major Themes

Buyers offered numerous suggestions on how vendors could improve the buying process.

#3 DEMOS

End users are looking to see equipment in action, whether through live demos, videos, factory visits, or trial/loaner programs.

SUPPLIER TIP

Establish a "Virtual & In-Person Demo Program." Invest in high-quality video demonstrations of your equipment in various operational scenarios, highlighting different uses and product types. For more complex machinery, offer virtual tours of your facility or existing customer sites (with permission). Where feasible, consider a "pilot program" or "rent-to-own" option for smaller equipment, allowing customers to test suitability in their own environment.

“

[Vendors] should have equipment set up in a showroom at their facility, where they can demonstrate it like they do at trade shows. If they offered set up and a few days of training as part of the purchase, this would lead to making buying decisions easier.

”

Making the Buying Process Easier - 5 Major Themes

Buyers offered numerous suggestions on how vendors could improve the buying process.

#4 PARTNERSHIPS

Buyers are looking for vendors to act as partners, understand their specific processes and needs, and offer tailored solutions.

SUPPLIER TIP

Adopt a "Discovery-First Sales Approach." Train your sales team to prioritize understanding the client's entire process and business goals, rather than immediately pushing specific products. Encourage them to ask probing questions about existing bottlenecks, future growth plans, and integration challenges. Position your team as problem-solvers and consultants, offering insights and recommendations even if it means suggesting solutions that aren't solely reliant on your equipment.

“

Better understand the entire application rather than simply respond to specifications. We've found that sometimes 'we don't know what we don't know' and the supplier could have helped if they viewed us as more of a partner rather than a customer.

”

Making the Buying Process Easier - 5 Major Themes

Buyers offered numerous suggestions on how vendors could improve the buying process.

#5 POST-SALE SUPPORT

Respondents declared the importance of ongoing support, clear maintenance instructions, and comprehensive training after the purchase.

SUPPLIER TIP

Offer a "Tiered Post-Sale Support & Training Package." Clearly outline different levels of support available after purchase, including warranties, maintenance contracts, spare parts availability, and technical assistance. Provide various training options (e.g., on-site installation training, online modules, advanced user workshops) and ensure access to digital resources like simplified instructions and how-to videos for common issues.

“

Ensure the customer feels comfortable that you will continue to provide help after the sale.

”



2025

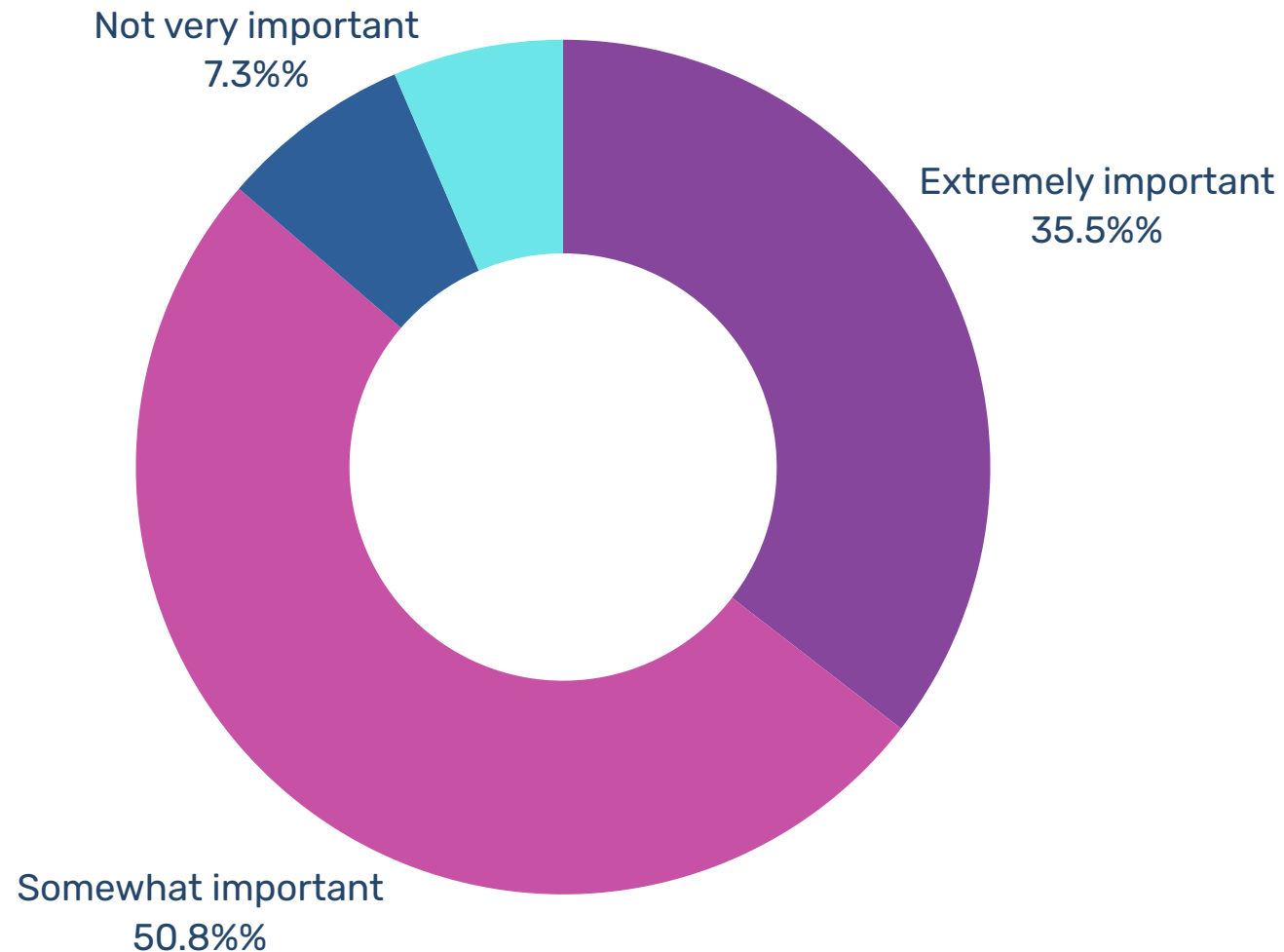
PACKAGING AND PROCESSING MACHINERY BUYING CYCLE STUDY

PART 2

(248 RESPONDENTS)

Brand Exposure & Credibility

When considering a new machinery supplier, how important is it for you to see the brand multiple times before viewing them as credible?

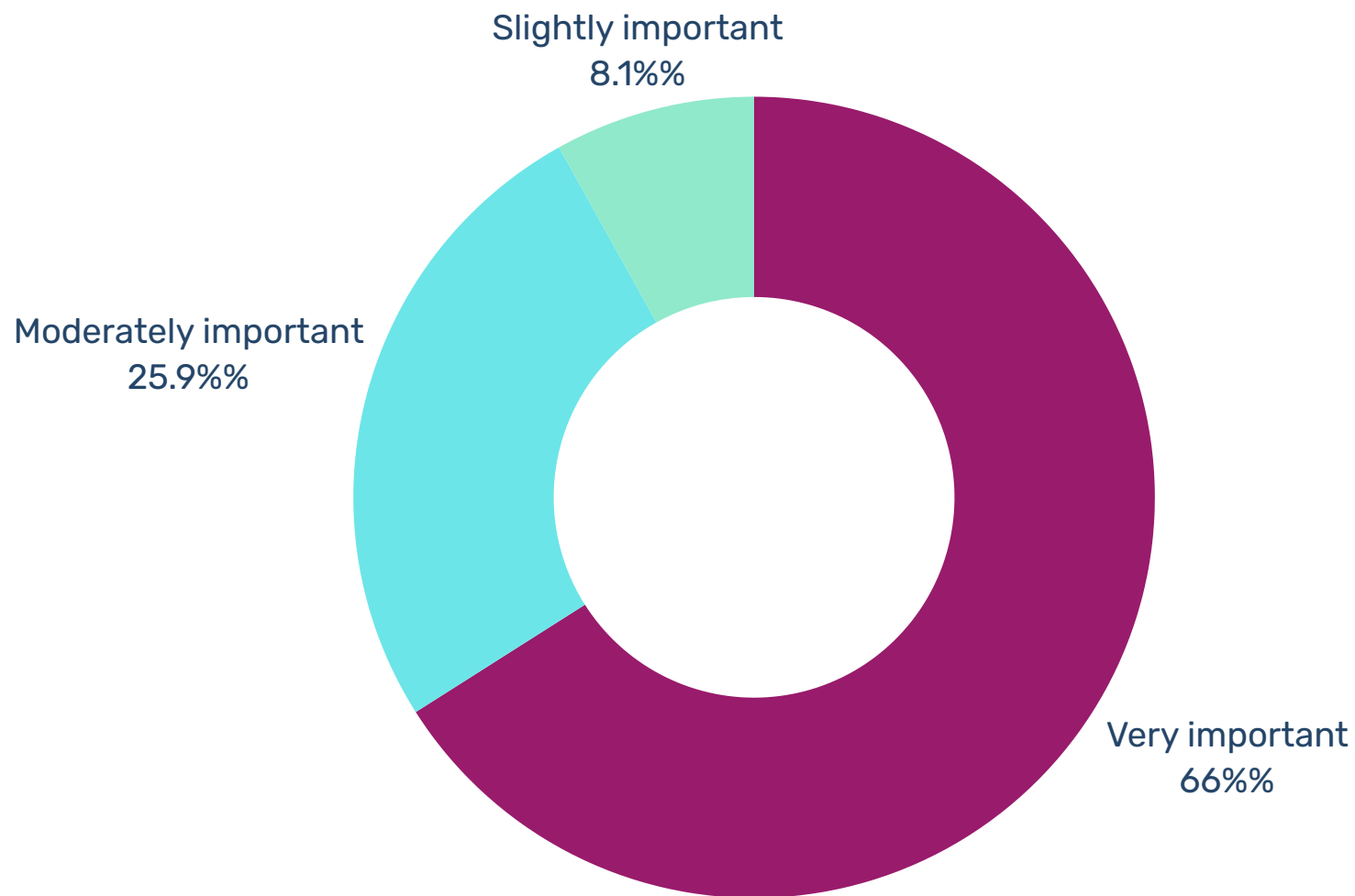


Supplier Takeaway

Don't rely on a "one-and-done" first impression. Invest in consistent, coordinated visibility across channels so buyers recognize your brand before a sales conversation begins. Repeated exposure reduces perceived risk and speeds up trust-building once a buying project starts.

Importance of Video in Early Research

How important is it to see video of equipment in action in initial equipment research?

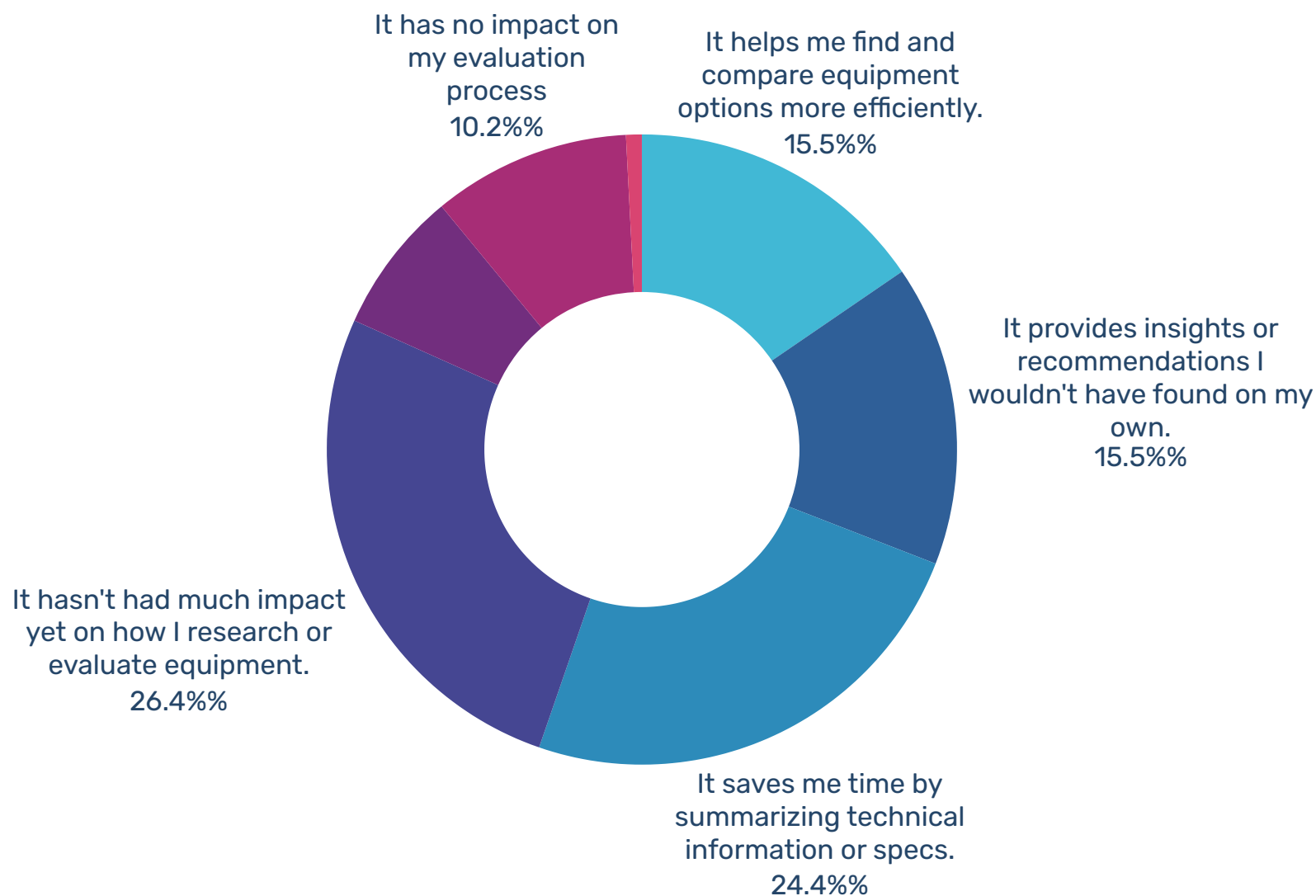


Supplier Takeaway

Put your equipment-in-action video front and center. Make short, clear videos easy to find on your website, in emails, and during early sales outreach. Showing real operation early helps buyers self-qualify faster and reduces time spent answering basic capability questions later.

Role of AI in Equipment Research

How is AI impacting how you evaluate or research equipment for purchase?



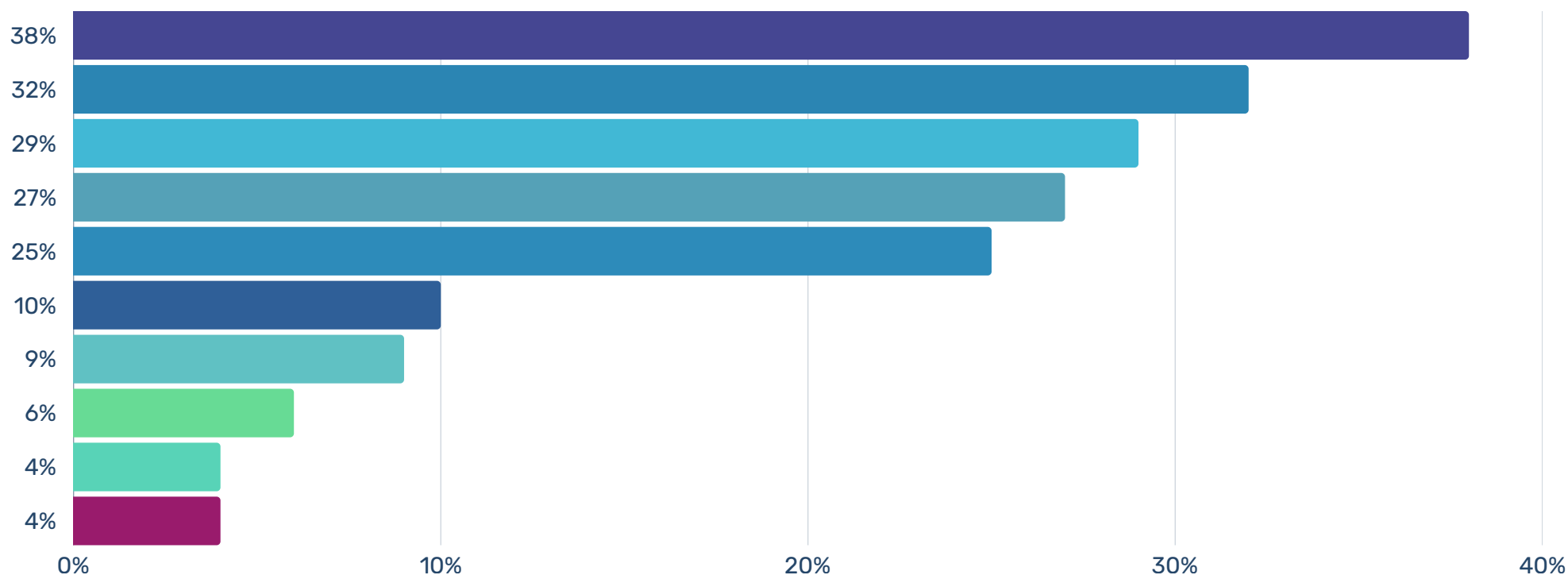
Supplier Takeaway

Make your content AI-friendly and human-clear. Structure specs, FAQs, and application content so it's easy for both people and AI tools to summarize accurately. Clear, well-organized information increases the chance your solution shows up – and is understood – during early AI-driven research.

Changes in the Purchasing Process

In what ways have your organization's machinery evaluation and purchasing processes changed over the past 3–5 years?
(Select all that apply)

- Greater scrutiny of supply chain risks
- Increased reliance on online research
- Shorter decision-making timelines
- Increased ROI/payback windows
- Longer decision-making timelines
- Increased interest in alternative financing models (e.g., leasing, EaaS)
- Decreased ROI/payback windows
- References and case studies from other users
- Other
- Other (please specify):



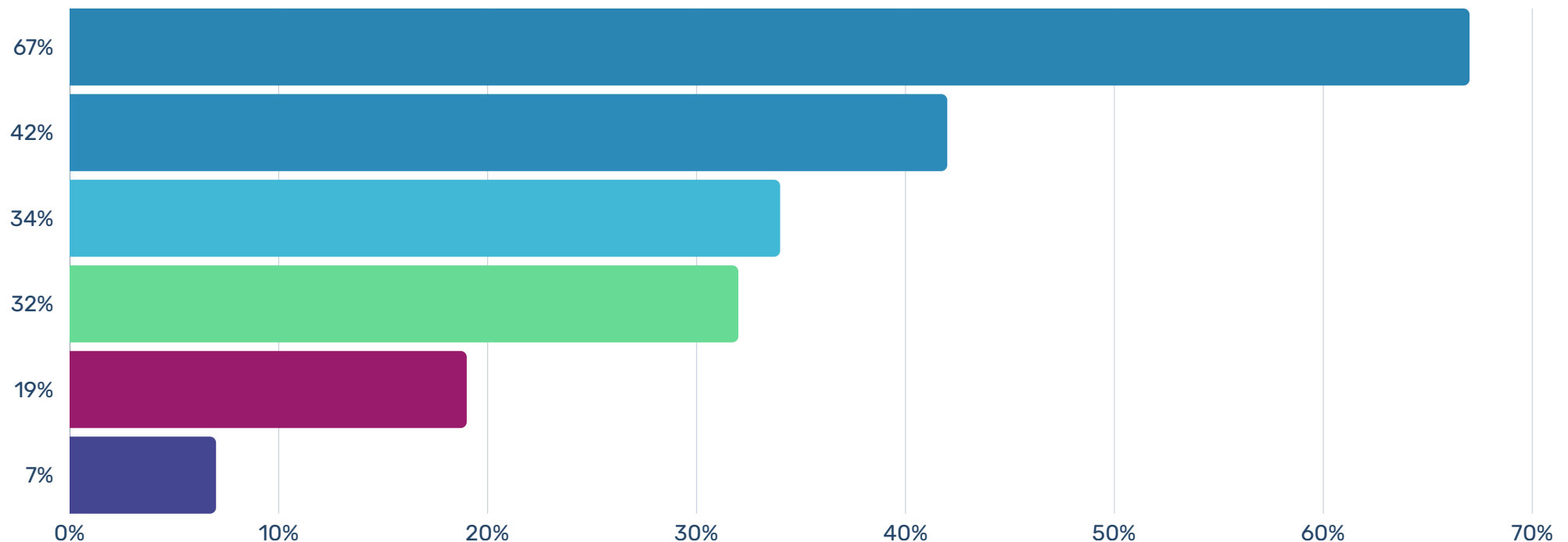
Supplier Takeaway

Provide transparent supply chain information, ROI justification, and digital resources early. This allows fast-moving teams to move quickly and risk-averse teams to get internal buy-in without delays.

Changing Machinery Requirements

In what ways have your organization's machinery requirements changed over the past 3–5 years?
(Select all that apply)

- Ease of use for operators
- Data collection capabilities
- Smaller footprint
- Increased focus on sustainability and environmental impact
- More stringent cybersecurity requirements
- On machine training features (HMI modules, QR codes)



Supplier Takeaway

Provide transparent supply chain information, ROI justification, and digital resources early. This allows fast-moving teams to move quickly and risk-averse teams to get internal buy-in without delays.

Key Takeaways and Next Steps for Success

Buyers let us know how and where they research new solutions. Here's a clear strategy based on part 2 of our survey.

Consistent, Multi-Channel Visibility Anchored by Video

- **86%** of buyers say credibility is built through repeated exposure — not a single interaction.
- **92%** of buyers say seeing equipment video early is important to their research.
- Buyers increasingly rely on online research before engaging sales.

SUPPLIER TIP

Marketing should focus on owning the early research phase by delivering consistent, repeated brand exposure across trusted industry channels, with equipment-in-action video at the center. This means coordinating website content, email nurturing, trade media, and event promotion so buyers encounter the same clear value messages multiple times before contacting sales. By making it easy for buyers to see how equipment works, understand applications, and self-qualify online, marketing can reduce friction, build credibility earlier, and help sales enter conversations with more informed, confident prospects.