

## Household Care Packaging Trends - US - January 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Innovations in packaging and product form that simplify everyday household chores stand a good chance of capturing the attention of category shoppers. Results, however, are just as important as convenience.”  
– John Owen, Senior Household Analyst

### This report looks at the following areas:

- Can laundry detergents offer both simple dosing and personal control?
- What are the opportunities for sustainable packaging?
- Could packaging encourage people to do more cleaning?

Household care product packaging does much more than just hold the product. Packaging and product form are increasingly essential components of consumers' experiences with household care brands and are important platforms for new product development. Leading competitors across household care categories are leveraging packaging innovation to answer a variety of consumer needs, including making household chores easier, enabling more sustainable living, and saving money.

This report explores a variety of topics related to packaging and product form, including:

- The acceleration of packaging-related new product launches in recent years
- Consumer preferences in terms of dosing and dispensing
- The reasons behind the purchase of both standard- and large-size packs in key household care product categories
- Attitudes and behaviors concerning household care product packaging and sustainability
- The labeling communication elements that receive the greatest consumer attention before purchase

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Could packaging encourage people to do more cleaning?

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The implications

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