

Role of Packaging in Beauty Innovation - UK - May 2010

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What is this report about?

This is the first time that Mintel has examined the role of packaging in the beauty and personal care industry. This report looks at what influences people's purchasing decisions and how influential packaging is compared to price, special offers, brand loyalty and scent, amongst many other factors. By delving deeper into people's attitudes towards packaging, Mintel's exclusive consumer research conducted for this report also identifies what people do and do not like about beauty and personal care packaging.

The environmental agenda is gathering momentum, and there is a growing pressure to reuse and recycle the packaging on the products that people buy. This report looks at people's attitudes towards the environmental credentials of beauty and personal care packaging and whether it really influences their product purchase.

What have we found out?

- In the beauty and personal care sector, packaging appears to be a less important conscious factor in the purchase process than price, product performance and fragrance.
- Indirectly, packaging influences purchase decisions within the UK beauty and personal care sector. Although people do not consciously take much interest in packaging, it does help new brands stand out, also reducing the time taken to pick out favourite brands on increasingly overcrowded shelves.
- More than 16 million people (42%) claim to be interested in biodegradable packaging, although it is not a consideration until users come to dispose of the packaging. Environmentally-friendly packaging is more influential in encouraging repeat purchase than attracting new users.
- More than nine in ten people hold negative attitudes towards packaging. The main criticism is that products are over-packaged. Too much packaging is not only seen as a waste of natural resources, but also a way to raise product prices, thereby creating the illusion of luxury.
- Easy-to-open packaging is top priority when choosing which products to buy, confirming another packaging issue: more than half the population get frustrated by difficult-to-open packaging.
- The UK population is dominated by over 55-year-olds, an age group which will see strong growth in numbers over the next five years. Products with higher usage amongst the over 55-yr-olds should pay closer attention to the packaging requirements of this group who are most likely to get frustrated with difficult-to-open packaging.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100