

# Household Care Packaging Trends - UK - January 2014

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*"Younger people are particularly likely to voice green or ethical sentiments but not act upon these beliefs, so more initiatives are needed from manufacturers to reduce confusion about recycling and increase the purchasing of more environmentally friendly packaging formats."*

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- How important is the packaging of products within the context of other factors influencing the choice of household care products?
- What lessons can be learned from consumer attitudes towards ease of use and dosing in home laundry and household cleaning?
- How much does size matter in terms of economising and getting better value when purchasing household care products?
- In what ways can manufacturers help to reduce household packaging waste and how committed are consumers to green initiatives?
- How much attention do shoppers pay to packaging labelling and how can it be used to increase brand engagement?

Packaging is a central component of products in the household care market and has a number of functions, most importantly safely storing and protecting products on the journey from manufacturer to end user. Beyond this primary function, packaging also has a role to play in making products easier and more convenient to use, and through labelling giving consumers the product information they need.

While most consumers do not think packaging influences their choice of product, much of the information on packaging relates to the key factors that do influence their decision on whether to buy. In only a few cases will product packaging design alone trigger product purchasing, but packaging is closely linked to branding, so new packaging launches are crucial for maintaining brand engagement.

As new product development continues apace, brands need to communicate the key benefits of packaging, take the initiative in encouraging recycling and other ways of reducing packaging waste, and use packaging design and labelling to help their products stand out in a crowded marketplace.

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