

Household Care Packaging Trends - US - January 2016

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"In highly competitive, mature household care product categories, where sales increases must come at the expense of a competitor, packaging is as important as the product itself as a means of delivering value to consumers. Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can be a way for brands to set themselves apart."

This report looks at the following areas:

- Little growth across household care product categories
- Eco-friendly packaging still not a top priority for consumers
- Practical usage information most likely to command attention

Definition

This report builds on the analysis represented in Mintel's *Household Care Packaging Trends – US, January 2015*.

For the purposes of this report, Mintel will cover trends in household care product packaging, including packaging types commonly used for home laundry products, hard surface cleaners, and dishwashing products. In addition, household care product labeling and claims are discussed, particularly as they relate to themes applicable to the report.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Little growth across household care product categories

Figure 1: Total US sales and forecast of home laundry products, household surface cleaners, and dishwashing products, at current prices, 2010-15

Eco-friendly packaging still not a top priority for consumers

Figure 2: Household care product packaging attribute importance, by product category, October 2015

Practical usage information most likely to command attention

Figure 3: Labeling communication priorities, October 2015

The opportunities

Hispanic shoppers a high-potential market for refills and concentrates

Figure 4: Household surface cleaner packaging attribute importance, by Hispanic origin, October 2015

Young adults more likely to look for environmental and ethical claims

Figure 5: Labeling communication priorities, by age, October 2015

Package features likely to command a premium in larger households

Figure 6: Interest in packaging features, by household size, October 2015

What it means

The Market – What You Need to Know

Little growth across household care product categories

Rising consumer confidence could help market

Market Perspective

Little growth across household care product categories

Figure 7: Total US sales and forecast of home laundry products, household surface cleaners, and dishwashing products, at current prices, 2010-15

Declining detergent sales weigh on home laundry category

Next round of compaction may not lead to a big bump in sales

Growth of in-wash scent boosters helps fabric care, hurts fabric softener

Bleach back on downward trend after boost from concentration

Modest pace of growth expected to continue for household surface cleaners

Three large segments account for bulk of sales

Top brands drive toilet cleaner sales

Solid growth rate for dishwashing products shows signs of softening

Market Factors

Household income stabilizes but remains weak

Figure 8: Median household income, in inflation-adjusted dollars, 2004-14

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Rising consumer confidence could help market

Figure 9: University of Michigan Index of Consumer Sentiment, 2010-15

Households with kids decline as a percentage of all households

Figure 10: Households, by presence of children, 2003-13

Growing influence of Hispanic market

Figure 11: Households with own children, by race and Hispanic origin of householder, 2013

Figure 12: Population, by race and Hispanic origin, 2010-20

Key Players – What You Need to Know

New packaging plays increasingly significant role in new product launches

Flexible pouches continue to gain, driven by growth of unit-dose laundry detergents

Recent packaging innovations struggle to maintain momentum

Eco-friendlier packaging

Concentrates and refills may gain with interest in subscription services

What's Working?

New packaging plays increasingly significant role in product launches

Figure 13: Share of household care new product launches, by launch type, 2009-15

Flexible pouches continue to gain, driven by growth of unit-dose laundry detergents

Figure 14: Share of household care new product launches, by packaging type, 2009-15

What's Struggling?

Recent packaging innovations struggle to maintain momentum

Figure 15: MULO sales of select push-and-wipe surface cleaners, rolling 52 weeks 2014 and 2015

What's Next?

Eco-friendlier packaging

Concentrates and refills may gain with interest in subscription services

The Consumer – What You Need to Know

Easy dispensing and safe use key areas for packaging development

Bigger still better

Practical usage information on label most likely to command attention

Added features offer opportunity for differentiation

Young adults less likely to recycle, more likely to look to brands

Young adults view concentrates as more eco-friendly

Opportunity to improve the refill experience

Household Care Packaging Attribute Importance

Easy dispensing and safe use key areas for packaging development

Making housecleaning easier

Bigger is better, especially for laundry products

Eco-friendly packaging still not a top priority for consumers

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Figure 16: Household care product packaging attribute importance, by product category, October 2015

Hispanics a high-potential market for refills and concentrates

Figure 17: Household surface cleaner packaging attribute importance, Hispanic origin, October 2015

Labeling Communication Priorities

Practical usage information most likely to command attention

Safety information and ingredient lists are also priorities

Figure 18: Labeling communication priorities, October 2015

Young adults more likely to look for environmental and ethical claims

Figure 19: Labeling communication priorities, by age, October 2015

Interest in Packaging Features

Added features offer opportunity for differentiation

Figure 20: Interest in packaging features, October 2015

Package features likely to command a premium among those in larger households

Figure 21: Interest in packaging features, by household size, October 2015

Environmental Responsibility

Young adults less likely to recycle, more likely to look to brands

Figure 22: Environmental responsibility, by age, October 2015

Urban residents interested in learning about eco-friendly packaging

Figure 23: Environmental responsibility, by urban/suburban/rural location, October 2015

Concentrated Products

Young adults view concentrates as more eco-friendly

Figure 24: Concentrated products, by age, October 2015

Black and Hispanic consumers view concentrates as a better value

Figure 25: Concentrated products, by race/Hispanic origin, October 2015

Refills and Bulk/Value Packaging

Opportunity to improve the refill experience

Figure 26: Refills, by household size, October 2015

Bulk sizes offer value at the expense of convenience

Figure 27: Bulk/value packaging, by household size, October 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

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