

## Household Care Packaging Trends - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Packaging and design continue to become more important in mature and highly functional household care product categories. Packaging serves as a way to stand out among competitors as well as communicate product value and information."

- **Rebecca Cullen, Home and Personal Care Analyst**

This report looks at the following areas:

- **Slow growth across household care product categories**
- **Less than half of households recycle most household care product packaging**
- **Usage information, scent most sought label attributes**

Packaging is also a key component in shaping a consumer's shopping and user experience, which can build on brand values such as commitment to sustainability or safety."

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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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Abbreviations

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