

## Household Care Packaging Trends - US - January 2015

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

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“Household care product packaging can do much more than just hold and dispense the product. Innovative packaging features can become an important part of the usage experience and a way for brands to set themselves apart.”

John Owen, Senior Household Analyst

This report looks at the following areas:

- Packaging features as brand differentiators
- Concentrating on concentrates
- Is the time right for refilling stations?

In highly competitive, mature categories such as home laundry products, household surface cleaners, and dishwashing products, 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 become an important part of the usage experience and a way for brands to set themselves apart.

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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

### Scope and Themes

What you need to know  
Definition  
Data sources  
Consumer survey data  
Abbreviations and terms  
Abbreviations  
Terms

### Executive Summary

Combined sales flat in major household care categories

Figure 1: Total US sales and forecast of home laundry products, household surface cleaners, and dishwashing products, at current prices, 2009-14

Laundry care leads surface cleaners by small margin in pace of launches

Figure 2: Household care new product launches, by category, 2009-14

Expansion of unit dose form favors increase in standup pouches

Figure 3: Household care new product launches, by package type, 2009-14

Cleaning power a key purchase consideration, opportunity for packaging

Figure 4: Attribute importance, very important, October 2014

Packaging features likely to draw interest but less likely to command a premium

Figure 5: Interest in new features and benefits, would pay more for, October 2014

Information concerning effectiveness and usage draws greatest attention

Figure 6: Labeling communication priorities, October 2014

Attitudes toward household care products

For many, a bigger package means better value

Education needed for more concentrated products

Refill stations hold potential – If they offer a better value

Figure 7: Attitudes toward household care products, October 2014

What we think

### Issues and Insights

Packaging features as brand differentiators

The issues

The implications

Concentrating on concentrates

The issues

The implications

Is the time right for refilling stations?

The issues

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## The Implications

### Trend Applications

Trend: Green and Lean

Trend: Obectify

Futures: Human

### Category Overview

Combined sales flat in major household care categories

Figure 8: Total US sales and forecast of home laundry products, household surface cleaners, and dishwashing products, at current prices, 2009-14

Home laundry products

Household surface cleaners

Dishwashing products

### New Product Launch Trends

Key points

Laundry care leads surface cleaners by small margin in pace of launches

Figure 9: Household care new product share of launches sales, by category, 2014

Unit dose form gains share in laundry

Surface cleaner launches cover diversity of surfaces and cleaning tasks

Figure 10: Mr. Clean Liquid Muscle, "Made Grandma Proud" TV ad, 2014

Figure 11: Household care new product launches, by category, 2009-14

New packaging accounts for an increasing share of launches

Figure 12: Household care new product launches, by launch type, 2009-14

Expansion of unit dose form favors increase in standup pouches

Figure 13: Household care new product launches, by package type, 2009-14

### Market Drivers

Time spent on housework declined only slightly between 2003 and 2013

Gender gap in housework continues to narrow

Figure 14: Time spent daily on housework, minutes, 2003-13

Number of households grows, but share of households with kids declines

Figure 15: Households, by presence of children, 2003-13

Average household size edges down

Figure 16: Number of people in household, 2003-13

Growing influence of Hispanic market

Figure 17: Households with children, by race and Hispanic origin of householder, 2013

Figure 18: Population, by race and Hispanic origin, 2009-19

### Innovations and Innovators

More concentrated products an opportunity for packaging innovation

Packaging that assists product action

Figure 19: Tide + Ultra Stain Release, "Dad and Daughters" TV ad, 2014

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Dispensing systems designed for the task  
Lysol could give momentum to push-and-wipe cleaners  
Method makes packaging design an essential brand element  
Functional elements enhance user experience  
Innovation in sustainable manufacturing  
Plant-based bottles from Ecover

## Product and Packaging Attribute Importance

Key points  
Cleaning effectiveness most likely to be important  
Value also a key consideration  
Ease of use and handling rated moderately important  
Sustainability-related factors are lower priorities  
Figure 20: Attribute importance, October 2014  
Larger households likely to value a wider array of features  
Figure 21: Attribute importance – Very important, by household size, October 2014

## Interest in New Packaging Features and Benefits

Key points  
Most features likely to draw interest but less likely to command a premium  
Greatest interest in features that imply savings  
Packaging features as brand differentiators  
Figure 22: Interest in new features and benefits, October 2014  
Young adults more likely to pay more for added-value packaging features  
Figure 23: Interest in new features and benefits – Interested in and would pay more for, by gender and age, October 2014

## Labeling Communication Priorities

Key points  
Information concerning effectiveness and usage draws greatest attention  
Older adults more likely to read labels  
Sustainability information appeals to a more limited audience  
Figure 24: Labeling communication priorities, by gender and age, October 2014

## Attitudes Toward Household Care Products

Key points  
For many, a bigger package means better value  
Education needed for more concentrated products  
Refill stations hold potential – If they offer a better value  
Figure 25: Attitudes toward household care products, by gender and age, October 2014

## Race and Hispanic Origin

Blacks, Hispanics place importance on a variety of packaging attributes  
Figure 26: Attribute importance – Very important, by race/Hispanic origin, October 2014

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## Hispanics show interest in value-oriented features

Figure 27: Interest in new features and benefits – Interested in and would pay more for, by race/Hispanic origin, October 2014

## Hispanic shoppers more likely to look for sustainability communications

Figure 28: Labeling communication priorities, by race/Hispanic origin, October 2014

## Household Care Cluster Analysis

Figure 29: Target clusters, October 2014

Power cleaners

Demographics

Characteristics

Opportunity

Disengageds

Demographics

Characteristics

Budget minders

Demographics

Characteristics

Opportunity

Regulars

Demographics

Characteristics

Household managers

Demographics

Characteristics

Opportunity

### Cluster characteristic tables

Figure 30: Attitudes toward household care, agree strongly, by target clusters, October 2014

Figure 31: Attitudes toward household care, any agree, by target clusters, October 2014

Figure 32: Household care purchasing responsibility, by target clusters, October 2014

Figure 33: Attribute importance – Very important, by target clusters, October 2014

Figure 34: Interest in new features and benefits – Interested in and would pay more for, by target clusters, October 2014

Figure 35: Labeling communication priorities, by target clusters, October 2014

Figure 36: Attitudes toward household care products, by target clusters, October 2014

### Cluster demographic tables

Figure 37: Target clusters, by demographics, October 2014

### Cluster methodology

## Custom Consumer Groups

Age and household size

Household size drives engagement, especially among young adults

Figure 38: Attribute importance – Very important, by age and household size, October 2014

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## 18-34s in 3+ households especially interested in added-value features

Figure 39: Interest in new features and benefits – Interested in and would pay more for, by age and household size, October 2014

## Safety information a higher priority in larger households

Figure 40: Labeling communication priorities, by age and household size, October 2014

## Appendix – Other Useful Consumer Tables

### Household care product purchasing responsibility

Figure 41: Household care purchasing responsibility, by gender and age, October 2014

Figure 42: Household care purchasing responsibility, by household income, October 2014

Figure 43: Household care purchasing responsibility, by household size, October 2014

Figure 44: Household care purchasing responsibility, by race/Hispanic origin, October 2014

Figure 45: Attribute importance – Very important, by household income, October 2014

Figure 46: Attribute importance – Very important, by gender and age, October 2014

Figure 47: Labeling communication priorities, by household income, October 2014

Figure 48: Labeling communication priorities, by household size, October 2014

Figure 49: Interest in new features and benefits – Interested in and would pay more for, by household income, October 2014

Figure 50: Interest in new features and benefits – Interested in and would pay more for, by household size, October 2014

Figure 51: Attitudes toward household care products, by household size, October 2014

Figure 52: Attitudes toward household care products, by race/Hispanic origin, October 2014

### Attitudes toward household care, any agree

Figure 53: Attitudes toward household care, any agree, by gender and age, October 2014

Figure 54: Attitudes toward household care, any agree, by household income, October 2014

Figure 55: Attitudes toward household care, any agree, by household size, October 2014

### Attitudes toward household care, agree strongly

Figure 56: Attitudes toward household care, agree strongly, by gender and age, October 2014

Figure 57: Attitudes toward household care, agree strongly, by household income, October 2014

## Appendix – Trade Associations

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