

## Household Care Packaging Trends - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“It is clear that recent coverage of plastic and the state of the oceans is impacting on how consumers think about packaging for household care products. Sustainable alternatives, recycled plastic and recovered ocean plastics are all likely to be welcomed by consumers as they seek to live more ethically.”

- **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

- Ethical packaging as an increasing expectation
- Packaging as a way to engage younger groups
- Packaging has yet to catch up with fragrance innovation

Recent coverage of plastic and its impact on the environment is influencing how people feel about household care packaging, leading to consumer interest in more sustainable, ethical packaging. However, with many consumers focused on price when buying products in this sector, it remains to be seen how any potential price increase on the basis of subsequent packaging innovation will be received.

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The facts

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Packaging has yet to catch up with fragrance innovation

The facts

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## The Market – What You Need to Know

Ethics is becoming a bigger driver of behaviour

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Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

- Recycling is a priority
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