

Household Packaging and Format Trends: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on household packaging and format trends
- Competitive activity related to household packaging and format innovation
- Consumer attitudes and behaviors related to household packaging and formats

Household care product packaging is the category's unsung hero. Consumers give it little thought; but when packaging problems arise, it can render a product unusable. Among all packaging attributes, consumers most appreciate convenience benefits. Packaging that's easy to open and easy to store top the list. However, packaging that's easy to recycle, that ships efficiently and that communicates instructions, health warnings and ingredients is also essential. Increasingly, packaging type is driven by product format. As the industry moves to concentrate and unit dose formats, packaging will become smaller, more sustainable and affordable.



"Homecare packaging is on the cusp of a renaissance. New materials and designs are driving improved ecommerce through lighter weight and more secure packaging, while simultaneously reducing the category's environmental impact through reduced carbon footprints and easier recycling." – **Jamie Rosenberg, Senior Global Analyst**

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