



Household Care Packaging Trends - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the household cleaning equipment market
- Launch activity and innovation opportunities for household care packaging for 2022 and beyond
- Advertising and marketing activities that focus on household care packaging during 2022
- Packaging features that influence the consumer's purchase process
- Influence of on-pack information on the consumer's product purchase
- Key indicators of environmentally-friendly packaging
- Consumers' usage behaviour around household care packaging
- Consumer attitudes towards household care packaging.

The significance of recyclable packaging is depicted by 54% of UK homecare buyers saying that recyclable packaging is an important indicator of eco-friendly packaging – the top-most factor. However, there are still difficulties in creating products with 100% recyclable packaging, and even more difficulty in ensuring this translates into packaging actually being recycled by consumers.

To an extent, household care is somewhat protected from price rises, and their impact upon consumers with tighter budgets – it remains a needs-based market, and thus consumers will maintain a steady amount of engagement regardless of their financial situation. The key to ongoing success in the face of the rising cost of living is through offering value first and foremost, and packaging can play a vital role in this – for example through creating packaging with dispense systems that reduce waste or mess.

The elimination of single-use plastic and replacing it with recyclable versions, or using PCR plastics on a mass scale, is an uphill challenge that is likely to require a high level of investment. However, the advantage of reusing plastic responsibly and not letting it return to the environment outweighs all the cost involved in doing so, particularly as it becomes more of an expectation for consumers in the near future.



"The economic and global scenario alongside environmental sentiments will influence the way people approach household care packaging."

– Arpita Sharma, Global Household Analyst, June 2022

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Packaging for refillable vessels to be used at refill stations offers an opportunity for brands to invest in innovative packaging with a longer lifespan. Upcyclable packaging that has a useful second life also has the potential to attract consumers who seek value in product packaging. Brands will need to tread carefully, but offering additional functionality can pave the way to exploring alternative materials for packaging, something which 69% of consumers agree there should be more of.

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