

BEVERAGE CONCENTRATES

TricorBraun's Design & Engineering team continues to build our research library by conducting additional consumer focus groups. In partnership with NSM Research, we recently asked consumers to evaluate their appreciation for current beverage concentrate packaging (bottle, closure, valve and decoration), as well as new bottle designs.

What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility in February with women between the ages of 25-60 years old, with children who have used beverage concentrates in the past six months.

Objectives

Consumer behavior related to beverage concentrates. Identify opportunities for next generation packaging and dispensing solutions.



Methodology

Open-Ended Questions: General product perception (likes/dislikes), overall preference.

Packaging Features Discussion: Consumers were asked their appreciation for the shape, functionality, valve and closure of various existing packages.

3D Printed Model Reactions: Consumers were given five different bottle design images and asked to provide positive/negative feedback, plus rate them from most preferred to least preferred. Consumers also identified package design characteristics.

Products Tested

Commerically Available Products:



Next Generation Bottle Designs:



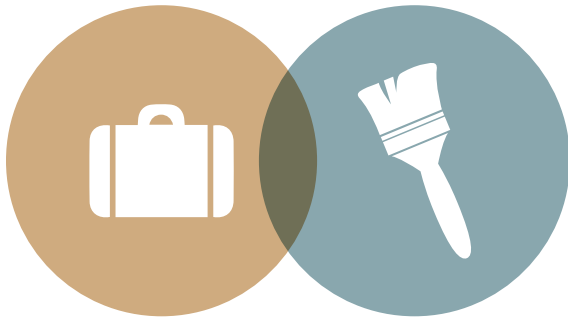
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THEN & NOW



There is no reason why the global liquid beverage concentrate category should not become a \$1BN by 2015. Marketers such as Kraft, Coca Cola and Nestle have increased the number of liquid offerings in an effort to halt the dramatic volume decreases in the powdered concentrate category which have averaged 6% annual over the last four years.

Source: Zenith International



Around a third of US consumers state that **portability** and **customization** are the reasons behind the purchase of beverage enhancers. Source: Mintel

CONSUMER INSIGHTS

Growth of beverage concentrates category reflects consumer demand for products which are focused on:



HEALTH & WELLNESS



CONVENIENCE



SEGMENTATION

DESIGN FOR SUCCESS

Features:

- Footprint
- Dimensional restrictions
- Design language
- Structure

Functionality:

- Gripability
- Portability
- Squeezability