



HOME CARE

Consumers are prioritizing home care and household life more than ever before. This includes an increasing awareness of claims on the package that ensure germs and bacteria are killed. Combine this renewed focus on home care with increased e-commerce shopping behaviors, sustainability concerns, and the movement towards non-toxic and conscious ingredients, and consumers find a rapidly evolving category of household care products shifting in nuanced directions.

1. EXPANSION OF POD PACKAGING

2. ZERO SPLASH PRODUCTS

3. E-COMMERCE PACKAGING

4. CLEANING EFFICACY

5. ECO-FRIENDLY CONCENTRATES

6. REFILLABLE CLEANERS



NOW TRENDING

1. EXPANSION OF POD PACKAGING

Pre-dosed versions of large and messy products provide the convenient user-experience consumers desire. These concentrated products provide powerful formulas in a compact and easy to store package.

PACKAGING: Rigid containers and tubs contain toss-able packs and pods, with bold messaging on front that alludes to the cleaning power and multiple products within one pod.



Tide Power Pods 10x Heavy Duty claim to have 50% more cleaning power than the Tide Original Liquid. The pods are housed in a rigid container designed to keep the dissolvable pods safe and dry until use.



Seventh Generation Dish Pods are made of a dual-action formula that powers away stuck-on food and fights tough stains. It contains 0% synthetic fragrances, dyes, or phosphates and is housed in a dissolvable PVA film that can be tossed right in the dishwasher without ever having to unwrap the pod.

3. E-COMMERCE PACKAGING

E-commerce is driving growth in lighter formats and smaller packaging footprints. This is beneficial to the consumer because the product is lighter to handle and reduces the amount of packaging needed to house the product.

PACKAGING: Lighter or smaller packaging that contains more concentrated products, which includes packaging that is ready to ship and opts out of unnecessary extra boxes.



The Tide Eco-Box arrives in a shippable cardboard box that uses 30% less water in its soap to reduce weight. The product is still able to wash the same number of loads as a traditional bottle of Tide.



Seventh Generation's Easy Dose Laundry Detergent weighs a mere 1.6 pounds (~5 pounds lighter than the brand's standard bottle) but still washes the same 66 loads. The measuring cup has been replaced with a cap that automatically squirts enough detergent required for a load.

2. ZERO SPLASH PRODUCTS

Cleaning products are notorious for coming in big heavy bottles which can splash and potentially damage other surfaces, as well as skin. New formats are being created to avoid mess, spills and accidents.

PACKAGING: Packaging that promotes spill-free pouring and usage—whether that's pre-dosed packs inside of a rigid container or crystals in a sturdy bottle (both avoid product being dissolved or interacting with water).



Cleanex Bleach Tablets is a spill-free solution that provides bleach in pre-dosed solid packs in a plastic bottle.



Clorox Zero Splash Bleach Crystals are solid bleach crystals that only start to work when mixed with water. They are a convenient remedy for bleach splashes.

4. CLEANING EFFICACY

Plant-based and conscious ingredient formulas have been infiltrating the cleaning aisle, but due to the dangers presented by COVID, consumers aren't selecting natural if on pack claims do not hint at or confirm effectiveness in killing germs and bacteria. Long term, it will be important for conscious brands to promote both efficacy and transparency.

PACKAGING: Brands use see-through bottles that communicate ingredient transparency and reinforce product ingredients being "clean" while messaging focuses on efficacy claims. This includes sprays that are often packaged in recyclable bottles.



Dr. Brite's Purify All-Purpose Cleaner and Disinfecting Spray is marketed as "engineered for hospitals, now in home strength". The brand has green, nontoxic positioning and claims to "source all ingredients responsibly".



CleanWell Benefect Botanical Daily Disinfectant Spray features a proprietary, plant-based thymol antibacterial formula. The product cleans, deodorizes, and disinfects in one step.



"COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and care for their homes. Through the pandemic, consumers will have a new emotional engagement with household products, creating opportunities for household brands to become lifestyle brands that support consumers and provide peace of mind."

Rebecca Cullen, Household Care Analyst

5. ECO-FRIENDLY CONCENTRATES

Concentrates ultimately use less water, energy, and plastic. Brands are branching out to formulas that provide all purpose and multi-purpose solutions that are easy to mix and dilute for general cleaning around the house.

PACKAGING: Medium sized bottles, some with trigger sprayers for easier usage or caps (when solution is designed to be mixed or diluted first). Messaging focuses on the eco-friendly and plastic-reducing benefits of concentrated formulas.



Branch Basics has a multi-purpose cleaning solution that it calls "the concentrate" that can be used on clothes, surfaces, or skin.



Truman's cleaning cartridges are concentrated formulas that get directly inserted into a spray bottle before use.

6. REFILLABLE CLEANERS

Refillable cleaner sprays help reduce waste and save money by allowing consumers to either buy in bulk or purchase the more expensive spray bottles just once and then refill them.

PACKAGING: Larger sized bottles are used to hold 2-4x the amount of product typically found in the single-use version. These are designed for storage and housed in rigid containers.



Dawn Powerwash Dish Spray claims that spraying is the new scrubbing. The reusable sprayer is designed to help consumers clean hard to reach items, such as the bottom of baby bottles or blenders. The refill package comes with a non-dispensing closure and allows consumers to re-use the original sprayer.



Method Glass and Surface Refill Concentrate can refill the regular surface cleaner bottle two and a half times. This is communicated right on the front of the pack to encourage additional refill purchases.

THE FOREFRONT OF PACKAGING

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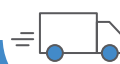
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