

Value-Driven Package Implications

Consumers are keeping a watchful eye on their finances in 2023. With soaring prices caused by inflation and the economic consequences of global unrest, consumers are evaluating and shifting spending patterns to prioritize their purchases.

For example, **74% of consumers are trading down to get more for their money.** Simultaneously, consumers are staying loyal — or even trading up — to brands that are environmentally responsible or that provide worthwhile experiences related to wellness, convenience, and indulgence.

Essentially, the notion of a “value-driven consumer” varies based on what they deem beneficial. Whether name brand or private label, home care brands must have a packaging strategy that delivers perceived consumer value to differentiate themselves from the competition and maintain — or even increase — market share.

Here are four ways home care brands deliver value that resonates with consumers.



Product Efficacy = Consumer Peace of Mind

Consumers value home care products that solve a specific problem. On-pack labeling is ideal for brands to communicate product efficacy.



Microban 24 labels its packaging with science-backed claims that it “keeps killing 99.9% of bacteria up to 24 hours and helps fight the spread of cold and flu viruses.”

MayLu Natural Multisurface Cleaner promotes “Made from Nature, Rooted in Science” on its packaging, as its formula is backed by 70 years of scientific research.

Microban and MayLu also use trigger sprays, which consumers value because they are easy to use and allow for convenient, focused product application.

Responsible Packaging Fit for the Home...and the Planet

Several responsible packaging format options are available to brands that want to reach consumers who value sustainability.



Common Good Laundry Detergent and Refill Pouch utilizes a reusable, premium glass container (100% recyclable) and a refill pouch that uses 86% less plastic than plastic bottles.

Everspring, a private-label brand for the retail chain Target, is made with 100% PCR and uses an on-pack format to promote that it is USDA-certified biobased.

Convenient Packaging Makes Home Care Easy and More Efficient

Consumers also value packaging that is ergonomically designed for the experience of handling a container more comfortably.



Wet & Forget Shower Cleaner’s rectangular, 64-ounce bottle has an angled handle allowing the convenience and comfort of maneuvering an easier pour. It also uses a high-efficacy trigger sprayer to quickly cover a larger surface area.

Powerwash by Dawn utilizes a convenient, continuous spray dispenser that reduces the need for users to scrub dishes and its refill format reduces total plastic usage and minimizes cost.

Value in Packaging: Not a One-Size-Fits-All Approach

Since inflation began spiking in 2021, wholesale clubs grew 31% as consumers saw increased value from home products in economy sizes. This is because they are often cheaper per fluid ounce of product.



A larger amount — such as the 250-ounce **All Free and Clear** Laundry Detergent — is bought at once versus the excessive packaging required for purchasing multiple packs in smaller sizes.

Consumers also appreciate the versatility of the “just-right” sizing of concentrated formulas. **Branch Basics** Multipurpose Concentrate can be mixed in a spray bottle for counters and bathrooms or in pump bottles as a foaming hand wash. Its concentrated formula enables a one-time purchase for a long-lasting product.

TRICORBRAUN IS YOUR “HOME BASE” FOR HOME CARE PACKAGING SOLUTIONS

TricorBraun is available to help home care companies develop a packaging strategy that reaches value-driven consumers. Whether name-brand or private-label, our solutions and insights can help differentiate your home care product packaging to drive sales and create more meaningful experiences to generate brand loyalty and gain market share.

Contact us to learn more about our robust supply chain network or custom solutions from our award-winning Design & Engineering team.

Let’s talk packaging!

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