

White Paper



Consumer insights for dish care packaging

Research Objective:

To better understand how packaging drives purchase in dish care product selection

Executive Summary

In 2020, Mondy and Dow Chemical partnered to survey dish care product consumers with a goal of gaining additional insight into purchasing behaviors and decision-making factors, including:

- ▶ which features would make participants consider a brand switch
- ▶ the role convenience and packaging features play in product selection

This white paper is based on the survey's findings, providing insights and implications of the research as well as highlighting recommendations for improved product positioning.

Outlining new market trends, behaviors and insights dish care product manufacturers can leverage to convert consumers

In an effort to better understand consumer pain points and leverage new opportunities for product positioning and packaging, this research addresses three key questions:

- ▶ *What is important to dish care consumers and how do they perceive home care tasks?*
- ▶ *How do packaging and sustainability drive purchase decision for dish care products?*
- ▶ *What packaging features and benefits are more important to consumers, and what tradeoffs will they make?*

To answer those questions, both qualitative and quantitative research methods were applied, including surveying 800 dish care product consumers from a cross-section of demographic and socio-economic categories. Purchasing channels (online vs. retail setting) and product preferences (pods vs. liquids vs. powder) were also represented.

Demographically, 62% of research participants were female, while 38% were male. Gen Z (age 18-23) represented 8% of participants; Younger Millennials (ages 24-32) made up 17%; Older Millennials (33-39) 15%; Gen X (40-55) 23%; and Boomers+ (ages 56+) made up 37%. Geographically, 52% of respondents live on the U.S. East or West Coasts, while 48% live in America's "Heartland".

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Audience engagement

Consumers are emotionally invested in the care of their homes, viewing those efforts as a labor of love. Among research participants:



agree that keeping their home clean makes them proud



agree that a clean home is a happy home



agree that caring for their home means caring for the people they love

As a result, consumer connection may be more emotional and personal than in other categories, creating a premium segment with a strong interest in convenience factors, including special packaging features.

Shopping Habits: Pods vs. Liquids

Participants most often purchased dish care products from mass merchandisers (42%) and grocery stores/super markets (32%). Within this research project, online channels, including Amazon, e-commerce stores and apps like Instacart, made up just 5% of purchasing channels utilized.

Participants were substantially more likely to prefer pods or tablets over liquids/gel or powder dishwasher detergents:

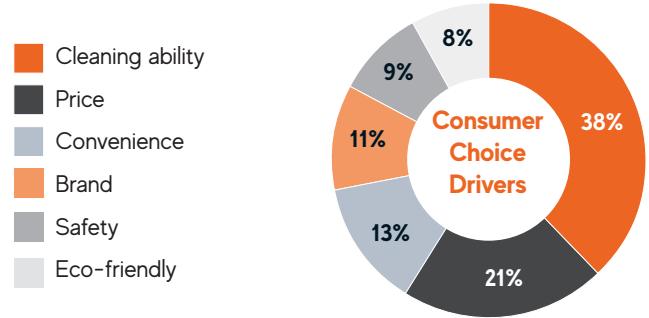
Dishwasher detergent preferences among participants:



Demographically, women were more likely to prefer dishwasher pods over liquid detergent (64% vs. 55%), while male survey participants were slightly more likely to purchase liquid detergent (45% vs. 36%). Among pod users there exist some variations in importance factors, including more emphasis on the product's cleaning ability and convenience/ease of use.

Findings & Analysis: Choice Drivers

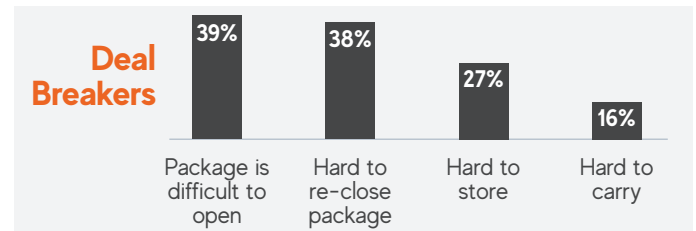
For dish care, product efficacy is the major driver of consumer choice, followed by price. Convenience/Ease of use and loyalty to a specific brand were ranked next in importance, followed by product safety and eco-friendliness.



When it comes to brand selection, research participants ranked "cleans the toughest dishes" (98%) and "good value for the money" (96%) on top, followed by availability (94%), brand trust (87%) and package size/quantity (83%). Packaging aesthetics are also noted as important, with 64% of participants listing "easy to find on the shelf" as a top driver in their purchasing choice.

Findings & Analysis: Consumer Pain Points

Research participants are most frustrated by messy or leaking packaging, ranking ease of pouring (90%) and packaging that allows them to get just the right amount (87%) among top importance factors. Sixty-four percent of participants also identify "easy to carry" as an important packaging feature. When it comes to deal-breakers, survey findings show:



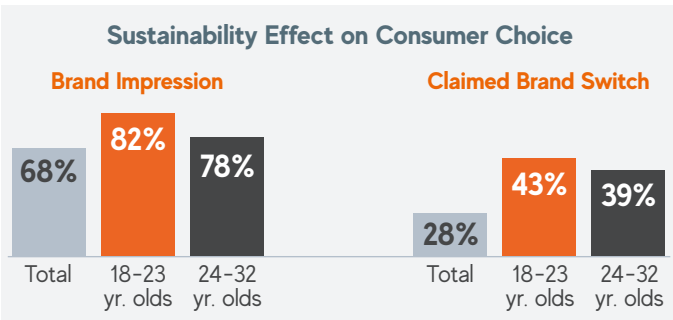
Findings & Analysis: Sustainability Impact

Within the dish care sector, the majority of respondents indicated low satisfaction with current environmentally-friendly packaging options. While not currently recognized as a primary factor in brand selection, survey data highlights sustainability as a potential loyalty driver...

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Sustainability Impact, cont.

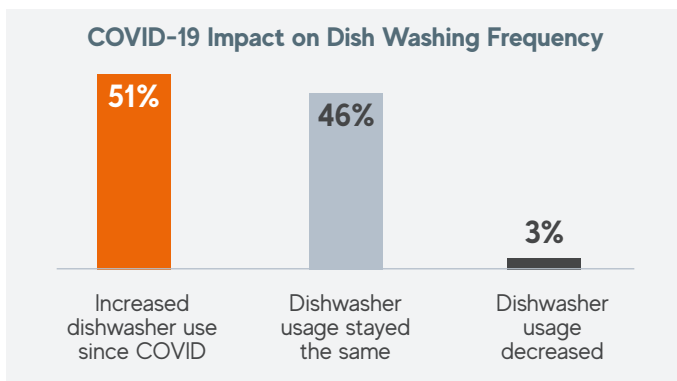
Sixty-eight percent of participants indicated they would be more favorable toward a brand if it changes its packaging to be more environmentally friendly. Additionally, 28% shared that they would be willing to switch brands for more environmentally friendly packaging - comparable to previous Mondi research in other industry sectors, such as premium pet food.



Those within the Gen Z (ages 18-23) and Younger Millennial (ages 24-32) demographic groups felt most strongly about sustainability, with 43% of Gen Z and 39% of Younger Millennials willing to switch brands for environmentally-friendly packaging. Participants viewed packaging icons and type of material as the strongest indicators of environmentally-friendly packaging; those same sustainability indicators were also most likely to influence purchasing decisions.

Findings & Analysis: COVID-19 Impact

This research was conducted in Q3 of 2020, allowing for deeper insight into the effect COVID-19 has on attitudes and behaviors related to home care and sanitation. On average, participants reported an increased frequency in dish care:



Participants indicated an increased awareness of germs and placed higher significance on product efficacy as a result of COVID-19.

Key Insights & Takeaways

Packaging is an important factor in product selection.

When it comes to packaging for dishwasher pods/tablets, survey participants list "ease of pouring/dispensing" and "allows me to get just the right amount" as the most important factors, followed by "ease of storage" (82%) and "ease of opening" (80%). Meanwhile, 63% of participants would not buy a brand again if they encountered torn, ripped or leaking packaging. Likewise, packaging that is difficult to open (39%) and hard to reclose (38%) also represented important pain points that manufacturers should bear in mind in both product and packaging development and brand messaging.

There are distinctions between pod and liquid users.

Within this research, women are more likely to prefer pods over men. Pod users place greater significance on cleaning ability and convenience of their chosen dish care product, providing a potential positioning path for converting non-customers.

Sustainability plays a role in converting and retaining.

Research data underscores the potential of sustainability factors in both attracting new audiences and building brand loyalty among existing consumers. Participants ages 18-32 (representing Gen Z and Younger Millennial demographics) were significantly more likely to care about environmentally friendly packaging, representing a key leverage opportunity for not just product switches, but loyalty building and brand advocacy.

Across all demographic sectors, respondents demonstrated low satisfaction with current environmentally friendly packaging options (55%), further highlighting a potential growth opportunity for dish care manufacturers.

Gen Z is especially influenced by sustainable packaging, creating an opportunity for brands as this demographic's home care needs grow over time.

Sustainability Role, cont.

Additionally, this research shows that around two-thirds of consumers recycle their home care packaging, indicating an existing eco-friendly consciousness that may be further capitalized on by brands with sustainable-driven messaging.

Methodology

Research methods for this project included both qualitative foundational learning with a market sweep of dish care categories and informal shop-alongs/home visits, as well as quantitative measurement via a 15-minute online survey.

A sample size of 800 dish care buyers were surveyed. Screening criteria include dishwasher and clothes washer users, dish care brand purchased within prior three months, mix of format purchased (liquid vs. pods) and a mix of online vs. retail purchases.

About Mondi North America

Mondi is a global leader in premium packaging and paper. We strive to provide our clients and their customers with innovative features and sustainable packaging solutions that keep production smooth and efficient. We are fully integrated across the packaging and paper value chain – from managing forests and producing pulp paper and plastic films to developing and manufacturing effective industrial applications. We offer unmatched, state-of-the-art printing and recycling technology. Our approach is simple:

- ▶ We develop close relationships with customers
- ▶ We listen to their needs and challenges
- ▶ We share what we've learned
- ▶ We make good on our promises

Total solutions, not just products, distinguish us from others. Learn more about Mondi's products and solutions: www.NorthAmerica.MondiGroup.com

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