

FOAMERS

Consumers express how they interact with foaming personal care products and their preferences for specific package types. This insight not only allows us to better determine which available stock or custom packaging solution will best meet your brand objectives, but it also provides a foundation for the functionality and aesthetics that win on shelf.

What / When / Who / Where

Qualitative focus groups were conducted with women between the ages of 30-55 years old who have kids (30% have a child 3 years old or under, 70% have a child 4-10 years old). The research focused on three personal care categories:

- Hand Soap
- Baby Wash
- Facial Cleanser

Research Objectives

- Determine what the consumer's experience is with personal care foaming products.
- Compare consumer preferences, needs and experiences with foaming products to determine where foaming products provide the greatest value.
- Evaluate foaming and traditional non-foaming packaging solutions to better understand the perceived benefits and value of each.
- Evaluate squeeze foaming packaging solutions as an alternative to traditional foaming packaging solutions to better understand the perceived benefits and value of each.
- Leverage insights gathered to understand the gaps between actual and desired functionality and incorporate these insights into our proposed custom foaming packaging solutions.

Products Tested



Traditional Non-Foaming Dispensers

Foaming Dispensers

Squeeze-Foaming Dispenser






FOAMERS

Foam Product Perception

- Quick to lather
- Less messy/drippy (vs. gel)
- Kid-friendly
- Easy to wash off
- Good control
- Easy to use

Category Specific

BABY WASH	HAND SOAP	FACIAL CLEANSER
		
<ul style="list-style-type: none"> • Fun • Visually appealing dispenser 	<ul style="list-style-type: none"> • Clean dispensing (minimal dripping, lost product) • Fast and easy 	<ul style="list-style-type: none"> • Foam is soft/gentle on skin • Visually appealing dispenser

Squeeze Foam Consumer Impressions



* IMPORTANT PACKAGING FEATURES & FUNCTIONALITY

- 1 Package Stability (wide base)
- 2 Large Finger Pad
- 3 Locking Feature

Foam is especially preferred for: kids & pets, baby wash & hand soap