

PORTABLE HAIR CARE

TricorBraun's Design & Engineering team continues to build our research library by evaluating portable hair care packaging solutions with consumers. In partnership with NSM Research, we asked consumers to evaluate their appreciation for current portable hair care packaging.

What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility in April with women between the ages of 20-50 years old who primarily purchase hair care products from a salon or specialty beauty products store. Participants were asked to bring in their favorite portable hair care packages for the discussion.

Methodology







Open-ended Questions: General product perception (likes/dislikes), overall preference by portable hair care product type (shampoo, conditioner, hair oil).

Existing Packaging Reactions: Consumers were asked to evaluate dispensers, vessels and various packaging styles.

Participants' Packaging Favorites



EVALUATION OF PACKAGING OPTIONS FOR PORTABLE HAIR CARE

ITEM	+	-
 <p>Bottle with Twist Cap</p>	<ul style="list-style-type: none"> • Simple • Functional • Can invert for complete product evacuation • Audible click 	<ul style="list-style-type: none"> • Non intuitive • Removable cap <ul style="list-style-type: none"> • Possible cap loss • Cumbersome
 <p>Bottle with Disc Cap</p>	<ul style="list-style-type: none"> • Intuitive • Convenient • Modern – bi-color • Refillable • One-handed use • Attached cap – no possible cap loss 	<ul style="list-style-type: none"> • Non intuitive • Removable cap <ul style="list-style-type: none"> • Possible cap loss • Cumbersome
 <p>Bottle with Screw Cap</p>	<ul style="list-style-type: none"> • Functional • Refillable • Securely sealed 	<ul style="list-style-type: none"> • Removable cap <ul style="list-style-type: none"> • Possible cap loss • Cumbersome • Outdated
 <p>Tube</p>	<ul style="list-style-type: none"> • Functional • Convenient • Intuitive • Improved product evacuation • Securely sealed 	<ul style="list-style-type: none"> • Not refillable • Removable cap <ul style="list-style-type: none"> • Possible cap loss • Cumbersome
 <p>Sachet</p>	<ul style="list-style-type: none"> • Easy to pack • Good for trial • Secure – no leaks • Minimal storage space 	<ul style="list-style-type: none"> • Cheap • Messy • Outdated • Not resealable
 <p>Sachet with Dispensing Cap</p>	<ul style="list-style-type: none"> • Modern • Innovative • Resealable • Minimal storage space 	<ul style="list-style-type: none"> • Requires two hands • Seems more appropriate for cosmetics