



## What Packaging Decision Makers think about Aerosols

Nearly half of all Marketing Companies (42%), Retailers (40%) and Design/New Product Development Agencies (47%) interviewed in a survey at the end of 2003 are ill-informed about environmental matters surrounding aerosols. However, the aerosol wins hands down in the 'convenience' and 'effectiveness' stakes with 79% of marketers and manufacturers spontaneously mentioning these particular benefits over competitive forms of packaging.

These were two of the key findings by BAMA which commissioned an external agency to question marketing professionals who influence the choice of packaging for consumer goods, in order to establish their perceptions of aerosols, what the aerosol industry is doing right, what it is doing wrong and how it can improve.

The research canvassed the views of over 100 respondents across a targeted range of disciplines including; manufacturers, retailers, design agencies, new product development agencies and pack design specialists. Over half of the sample had worked with aerosols, mostly within the last year. 20 of the respondents, across the range of disciplines, were then interviewed again in more detail about their views.

When the respondents were asked how they rated the future of aerosols in the packaging of goods in general, marketers, manufacturers and retailers were quite optimistic with over half of the respondents giving an above average score. Flexibility, convenience and new product development are the key reasons for the optimism. As far as the key sector for potential growth for aerosols is concerned, the feedback is that pharmaceuticals are viewed as a key area for development. Specifiers are looking for new shapes, materials and actuators and more up to date information all round about aerosol NPD.

However, 40% of all respondents spontaneously mention associations with CFCs and damage to the ozone layer when considering aerosols as a packaging format. Furthermore, 51% rated 'not recyclable' as a perceived potential disadvantage.

In fact, both of these perceived disadvantages are myths. The Aerosol Industry voluntarily removed CFCs from aerosol production fourteen years ago and over 50% of local authorities across the UK now accept empty aerosols for recycling.

The good news for the aerosol Industry is that it is perceived as having several benefits over other forms of packaging; pumps and triggers, roll-ons and sticks, bottles and jars and wipes. The respondents cited 'Ease of use' (91%), 'Efficient Performance' (85%), 'Stops Product Getting on Fingers' (64%) and ease of specification (56%) as the key strengths of aerosols. As far as aesthetic appeal, bottles and jars narrowly lead over pumps triggers and aerosols.

When respondents were asked what manufacturers needed to do in order to develop their share of the packaged market in the future responses supported the need for increased visual appeal on shelf.

Sue Rogers, director of BAMA comments: "The results of the research have been educational, not least of all because it highlights where we should target our communications next. The fact that aerosols are so well regarded amongst our key target audiences for their delivery, convenience and efficiency is very good news – we must now concentrate on dispelling some of the myths which could be stopping aerosols being specified as the first packaging choice due to incorrect or outdated information and make sure that people know about the innovation that the industry has to offer."

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