

CATEGORY INSIGHT

HOME CARE

TricorBraun is one of the largest packaging suppliers for the Home Care industry. We have 40+ locations and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.



TricorBraun is your Packaging One-Stop Shop

Whether your needs are stock or custom, short or long term, straightforward or complex, we flexibly work to deliver the best integrated solution for you. We simplify the development and procurement process to optimize your path to success.

We can help you source or design the right Home Care packaging for your needs.

WHAT TRICORBRAUN CAN DO FOR YOU

DREAM
& DISCOVER



- Lifestyle trends
- Brand objectives
- Purchase drivers
- Packaging format

DEVELOP
& SOURCE



- Stock components
- Custom solutions
- Deco and labeling
- Supplier selection

DISTRIBUTE
& MANAGE



- Global footprint
- Managed inventory
- Logistics and service
- Reduced complexity

DELIGHTFUL
EXPERIENCE



- Quality assurance
- Speed-to-market
- Smarter solutions
- Limitless options

A LOOK AT THE CATEGORY

CONSUMER BEHAVIORS

Sustainability



Valuing ingredient transparency



Using automated cleaning devices



Health and wellness



PACKAGING IMPLICATIONS

Material selection
Flexibles
Fewer components

Straightforward labeling
Transparent vessels

Flexible
Refillable
App-based support

Natural cues
Transparent vessels
Clear labeling

NOW TRENDING IN HOME CARE

- Interest in **probiotic formulations**
- **Plant-based ingredients** linked to “worry-free” and “skin-safe” products
- **Cold water-washing** to save energy
- **“Beauty” care** for fabrics (e.g. fabric shampoos)
- Fabric care products that **reduce the need for washing** (think dry shampoo)
- Popularity of **“cleaning regimes”** similar to beauty regimes
- A preference for **time-saving** home cleaning products
- **Concentrates** appeal with efficacy and environmental benefits



Let's get started.

Call 800-325-7782 or email ebourdet@tricorbraun.com

Sources: Mintel GNPD, GlobalData