



PACKAGING AND GENDER

包装的性别化

Ringier Personal Care Technology Summit 2014
Mintel Insights

A faint, light gray world map is visible in the background of the slide, centered behind the text boxes.

TODAY'S PRESENTATION

GENDERED PACKAGING IN THE MARKET

PACKAGING FOR MEN AND WOMEN

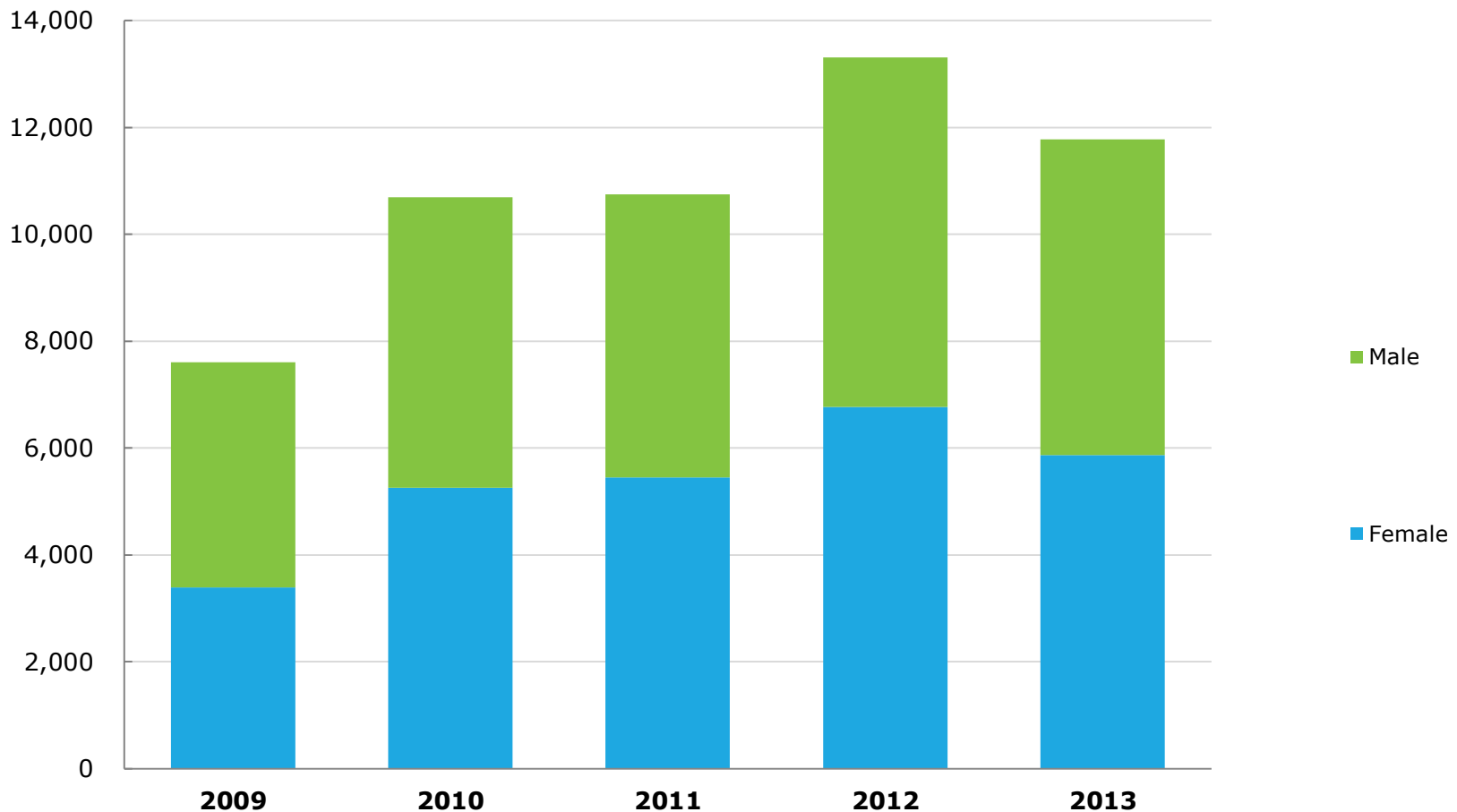
SUMMARY

Products with clear on pack gender

claims tend to target men over women



Global launches of products with clear gender claims in Beauty & Personal Care by gender, 2009 - 2013



Source: Mintel GNPD

Note: Includes launches with clear on pack gender claims only

Packaging for Women



Packaging for Men

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PACKAGING FOR MEN AND WOMEN: EXAMPLES

DOLCE & GABBANA

Leveraging women's desire

for 'green' products

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According to Mintel's *Marketing to the Green Consumer* US March 2013, 62% of women 18-34 would purchase more green products if it were affordable to do so compared to only 46% of men.

Certified Organic Cruelty Free Sustainable

We have made conscious and passionate decisions to promote wellbeing for ourselves, to others and to our planet, by weighing the impact of the ingredients, packaging materials and processes we choose to use and the ways in which we give back to our communities. Our formulations are 100% certified organic & food graded, all of our bottles are 100% recyclable and most are made with post-consumer resin (PCR). Our labels are made with a biodegradable material. All of our products are 100% natural, free of chemicals and toxins, safe for our bodies and for our planet.



Balanced Guru

July 2013
USA

9.0oz, \$40.00

Targeting gender in a gender neutral category



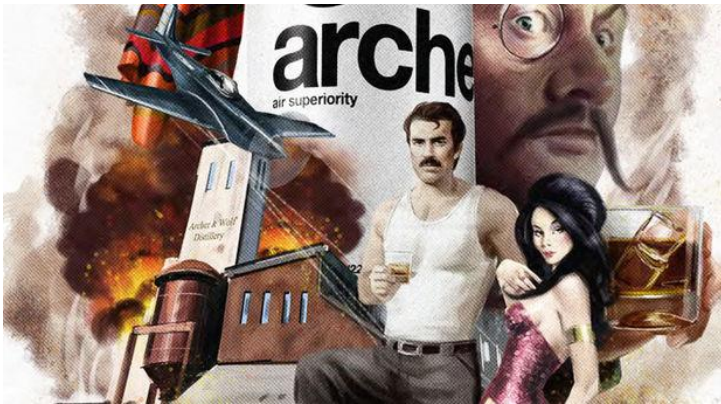
Mintel's White Spirits and RTDs UK March 2012 report has found that 46% of women drink vodka, compared to 43% of men.



Maximus

November 2012
Poland
500ml, €5.93

Helping to create masculine spaces



Mintel's *Cleaning the House* UK January 2013 report found that 38% of men say they do most of the cleaning in their house.

Archer

September 2012

USA

"It may not be a man's world but it can smell like one"

INSPIRATIONS

OUTSIDE THE BOX

**Bottled water demonstrate the
commonly used colour and shape cues**



It Water
July 2012
South Korea
350ml, KRW900



Olive Young
May 2013
South Korea
350ml, KRW700

Masculinity as a dairy attribute?



LAIT D'HOMME



THE MANLY CHOCOLATE MILK FOR MEN WITH ADDED MAN



Mintel's *Dairy Drinks, Milk and Cream* UK April 2013 report found that almost half, 49%, of men think that milk is a refreshing drink compared to just 36% of women.



Wing-Co

May 2013

UK

500g, £1.00

Yogurt designed for a man's health and nutrition needs



According to the National Eating Disorders Association, at least 1 million males in the United States are battling anorexia or bulimia.

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Powerful Yogurt

June 2013
USA
8oz

PACKAGING SUMMARY



Pack size

Easy access

QR codes

Personalisation

Bioplastics

Smart materials

Small Differences

Though differences between pack preferences do exist between genders these are usually quite subtle. Few opportunities for functional differences exist and gendered packaging has become a basic colour and shape proposition.

Packaging for Women

Alongside a higher regard for plastic bottles and liquid cartons, female consumers report being more likely to respond to 'green' initiatives such as environmentally friendly packaging. With such high use of social networks packaging should offer shortcuts to online brand spaces.

Packaging for Men

Men appear to respond well to the more robust packaging material types: glass and metal. Packaging that markets to men leverages humour to replace softer claims. Humorous rugged attributes in packaged goods are replacing real work and life opportunities to display 'manliness'.

Thanks!

Mintel Insights

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**For full presentation, please visit:
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