

BlueSky thinking...



The Need for Sustainable Solutions

PAGE 2

Rise of Concentrates & Refill Systems

PAGE 3

Packaging Formats Driving the Trend

PAGE 4

Leading Brands

PAGE 6

Recommendations

PAGES

7-8

Sustainable Home Care Packaging: The Rise of Concentrates & Refills

Introduction

The home care sector, particularly within household cleaning products, is undergoing a significant transformation as consumers and brands alike seek more sustainable and cost-effective solutions.

Concentrates and refillable packaging are emerging as powerful trends that not only minimise waste but also reduce carbon emissions and lower production costs.

One of the most exciting aspects of this trend is that existing packaging formats, such as glass dropper bottles or durable trigger sprayers, can be seamlessly adapted for concentrate use. This reframes the way brands can leverage current packaging formats to meet consumer demand for sustainable solutions without the need for entirely new packaging designs.

This paper explores the dynamics behind this shift and how businesses can capitalise on this growing market trend.



The Need for Sustainable Solutions

As environmental concerns continue to dominate consumer preferences, brands in the home care sector are pivoting toward sustainable packaging solutions.

Concentrates and refillable systems are at the forefront, offering an economical and eco-friendly alternative to traditional single-use bottles.

In addition to consumer demand, regulatory pressures such as the Packaging and Packaging Waste Regulation (PPWR) and Extended Producer Responsibility (EPR) schemes are pushing brands to adopt more sustainable approaches.



[Image Source \(Ecover\)](#)



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The Rise of Concentrates and Refill Systems



Image Source (Neat)

- **Consumer Demand for Sustainability:** Consumers are increasingly aware of their environmental footprint and are demanding products that minimise waste.
- **Cost Efficiency:** Concentrates reduce shipping and storage costs by minimising product volume.
- **Carbon Footprint Reduction:** Lighter, smaller packaging reduces emissions during transportation.
- **Flexibility and Customisation:** Brands can offer refill kits and concentrates tailored to various cleaning needs, appealing to diverse customer segments.



Packaging Formats Driving the Trend

- **Stand-Up Pouches with Spouts:** Ideal for refilling larger, durable bottles while minimising plastic use.
- **Concentrate Pods and Sachets:** Single-dose packaging that can be diluted at home, cutting down on bulk and shipping weight.
- **Refill Stations and Bulk Dispensers:** Encouraging in-store refills or bulk purchases to further cut down on single-use packaging.
- **Reusable Bottles and Trigger Sprays:** Durable containers designed for long-term use, with compatible concentrate refills. Aluminium bottles are an excellent option, along with trigger sprayers.



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The UK Market

- **Consumer Sentiment in the UK:** UK consumers are increasingly committed to sustainable practices, with many preferring products with refillable or recyclable packaging. Brands that can clearly communicate the environmental and economic benefits of refill systems are more likely to gain consumer trust and loyalty. Sustainable packaging not only meets regulatory demands but also aligns with evolving customer expectations, making it a strategic choice for forward-thinking brands.
- **Government Regulations:** The Packaging and Packaging Waste Regulation (PPWR) and Extended Producer Responsibility (EPR) policies are pushing brands to rethink packaging strategies, making concentrates and refillable solutions even more appealing.
- **Retail Initiatives:** Major UK retailers like Marks & Spencer (shown here), have introduced refill stations for cleaning products, encouraging consumers to adopt sustainable practices.



Image Source (M&S)



Some of the Leading Brands Adopting Concentrate Solutions

- **Purdy & Figg:** Known for eco-friendly cleaning concentrates, promoting refill culture and reducing plastic waste.
- **Spruce:** Award-winning brand, includes bathroom cleaners. Uses refillable aluminium bottles and trigger sprayers. (pictured)
- **Method Cleaning Products:** Uses refill pouches and concentrate solutions to cut plastic usage.
- **Ecover:** Focuses on reusable bottles and in-store refill stations.
- **Unilever's Cif Ecorefill:** Concentrated cleaner that reduces plastic by up to 75%.
- **Neat:** A UK-based brand offering concentrated cleaning products in compact, refillable aluminium bottles. Their formulations are designed to be diluted at home.
- **Bower Collective:** Pouches and dispensers - including with lotion pumps and trigger sprayers, for attractive refill packs.



[Image Source \(Spruce\)](#)



Recommendations for Brands

- **Consider Adopting Concentrate Formats:** Reduce product volume without compromising effectiveness.
- **Invest in Durable, Reusable Containers:** Foster long-term use and brand loyalty.
- **Educate Consumers on Sustainability:** Communicate the environmental benefits of concentrates and refills.
- **Test for Reusability:** We recommend that brand owners thoroughly test their packaging formats to understand how many reuse cycles each pack can withstand. This helps ensure consumer confidence and provides valuable insights for marketing messaging.



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The shift towards concentrates and refills in home care products, reflects a fundamental change in consumer expectations and regulatory requirements.

Brands that embrace these formats will not only align with evolving sustainability standards but also foster customer loyalty and reduce operational costs.

BlueSky, as a leader in packaging solutions, is uniquely positioned to support businesses in making this transition with practical, scalable, and sustainable packaging options.



At BlueSky, we're committed to providing creative packaging solutions that meet the growing demand for sustainable practices. Concentrates and refill systems are not just environmentally responsible - they also offer significant cost benefits for brands looking to future-proof their products.

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