



According to Nielsen<sup>1</sup>, 64% of consumers try a new product because the package catches their eye. In the same study, they found 41% of consumers buy the product again because of its packaging. Package design, according to the study, can perform better than traditional advertising.



**64%** of consumers try a new product because the packaging catches their eye.

At the same time, for pharmaceutical products, packaging plays a critical role in creating a positive patient experience. And while the patients may be different, the notion of packaging for the end user remains important. Particularly as more pharmaceutical companies expend advertising and marketing efforts to attract patient growth, packaging can work hand-in-hand with the brand to convey the desired emotional benefit and experience.

Across the healthcare space, packaging has the potential to be a major driver for brands. It represents a vital touchpoint for consumers and patients, from over-the-counter and vitamin, mineral, and supplement products to prescription medications and vials.

Leveraging the ability to create packaging that stimulates the patient and consumer through multiple senses is a popular trend, from package shape and contour to the texture and decoration of bottles and closures. At the same time, considerations for packaging have expanded. To stand out packaging should embrace the potential connections it can make with the patient/consumer, elevating the brand experience. The macro trend (see graphic on next page) toward convenience further emphasizes this point.

“Today’s healthcare and pharmaceutical companies are looking for new ways to promote and differentiate their brands, demand attention, and increase market share while also reducing costs and headaches”, said Mike Hill, Executive Vice President Global Healthcare and Specialties.

“We look at consumer and patient trends, behavior patterns, and experiences, and we consider the role packaging can play. We interpret those insights to lead the development of new products, technologies, and equipment. Our Company’s mission—Always Advancing to Protect What’s Important—demonstrates our commitment to delivering value to our customers and ultimately their customers.”

It’s hard to imagine a bigger force affecting the healthcare industry than the expansion of the aging population in developed economies. However, the most significant force might be an even larger generation—the millennial generation<sup>2</sup> that is turning out to be more diverse, segmented and health-conscious than the aging Baby Boomer era.

**41%** of consumers buy the product **again** because of its packaging.



Today, though, it is the aging population that leads the way in healthcare purchasing power. According to the Consumer Healthcare Products Association, older adults (65+) account for 30% of over-the-counter medication purchased in the U.S.; more than any other age group.<sup>3</sup>

<sup>1</sup> Nielsen, Perfect Packaging Design, March 2016

<sup>2</sup> PEW Research, 4/25/16

<sup>3</sup> Over-the-Counter Medication Behaviors of Older Adults, CHPA, 2014

# Today's healthcare and pharmaceutical companies are looking for new ways to **promote** and **differentiate** their brands.

In focus groups Berry conducted in June 2016, we evaluated the preferences of older adults as it related to packaging for vitamin, mineral, and supplements as well as over the counter medications. Specifically, we wanted to understand what the desired characteristics were for child-resistant closures, a product line in which Berry has both a significant array of sizes and styles as well as a track record of innovation and new product development. Participants included a group of early seniors (ages 56-64) as well as a group of middle-aged (ages 30-43) consumers.



**30%** of over-the-counter medication is purchased from older adults (65+)

Our research revealed useful insights. For example, a soft-grip feature such as Berry's PalmSoft™ was highly desirable across all groups, as were general characteristics of being easy-to-open with an adequate diameter and easy-to-remove tamper evident liner. The senior respondents expressed a particular desire to be able to completely remove the closure (as opposed to, for example, a flip-top dispensing closure snapped onto the bottle).

Senior respondents were also more sensitive to the size of lip on a dispensing closure, and more keenly observed the size of the bottle in terms of how it fit in the hand. These summary findings reflect the role of packaging in a population that faces diminishing manual dexterity.

Another recent development has been concern over sustainable packaging. Where the consumer healthcare space historically hasn't given significant consideration to light-weighting or recyclable packaging, particularly within healthcare packaging, sustainability has become both a key consideration and potential selling point. Today, we see an increasing number of vitamin, mineral, and supplement brands considering post-consumer resin (PCR) to further their brand messages of sustainability. These are just a few of the many examples of patient and consumer trends that influence packaging decisions.

At Berry, we've created research tools to help our customers and our product and application development teams better understand the consumer, the patient, and the experience they have with packaging. It's all part of Berry's commitment to our customers and the markets we serve—always advancing to protect what's important.

## Thought Leaders

**Todd Fabion**

Vice President, Application Development

**John Vassallo**

Director of Application Development—Healthcare

## Macro Healthcare Trends



### Technology Based Innovations

Increasing focus on advanced technology for therapy options



### Pharmerging

Emerging markets beginning to spend in healthcare



### Generics Increasing

Generic medicines on the rise



### Convenience

Neighborhood clinics, remote patient monitoring, consumers seek convenient medical solutions



### Healthy Lifestyle

Increasing focus on healthy living



### Aging Population

2 Billion over the age of 60 by 2050\*



### Patient Journey

Changing delivery methods for treatment

\*World Health Organization, 9/30/2014