

Market Survey

Digest

2021



# RESEARCH GOALS

Understand of closure systems' performance from the final consumers point of view



## TARGET

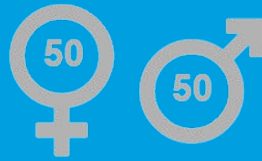
Responsible for food purchasing  
Users of several types of packed  
food

## METHODOLOGY

Mix Online and In-home  
interviews

# Target

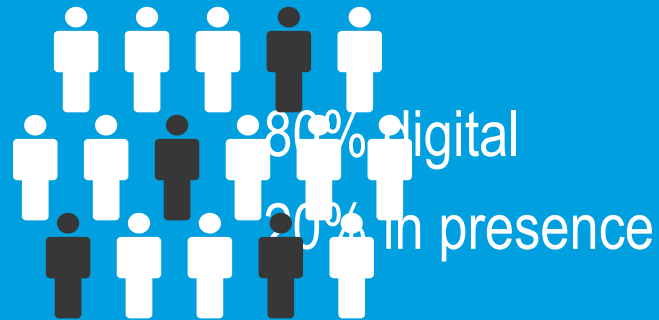
Male – Female



18-65 yrs

# Sample Size

632 interviews



**50%** Italy  
318 interviews



**50%** UK  
314 interviews

# What consumers are looking for

## Closure Systems tested



tesa®  
Lift & reseal



tesa®  
Double sided  
solution



Zip



Small label



Metal clip  
Small / Large

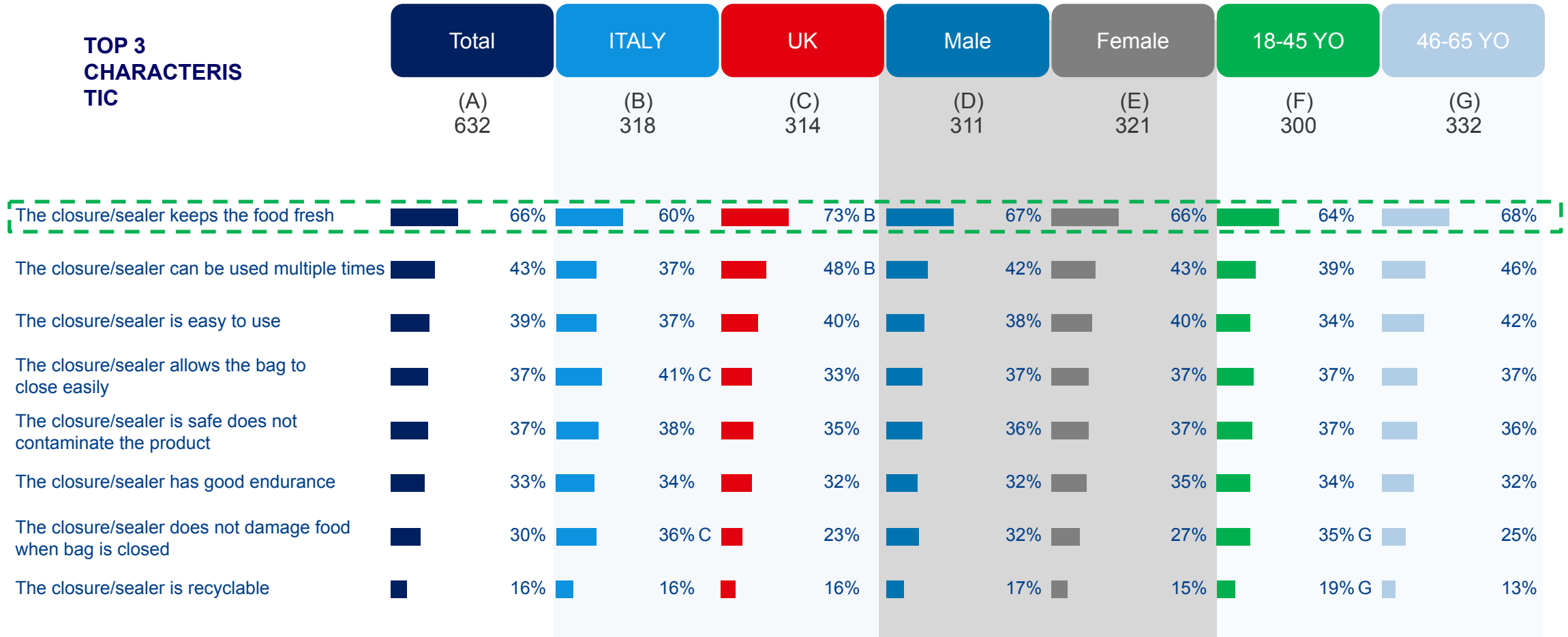


Nothing

The main characteristic of a good sealer is that **it preserves the product well**, followed by the fact that it **can be used several times** and that it is easy to use.



Which characteristics should your ideal package closure/sealer have? Please, rank the following characteristics from the most to the least important

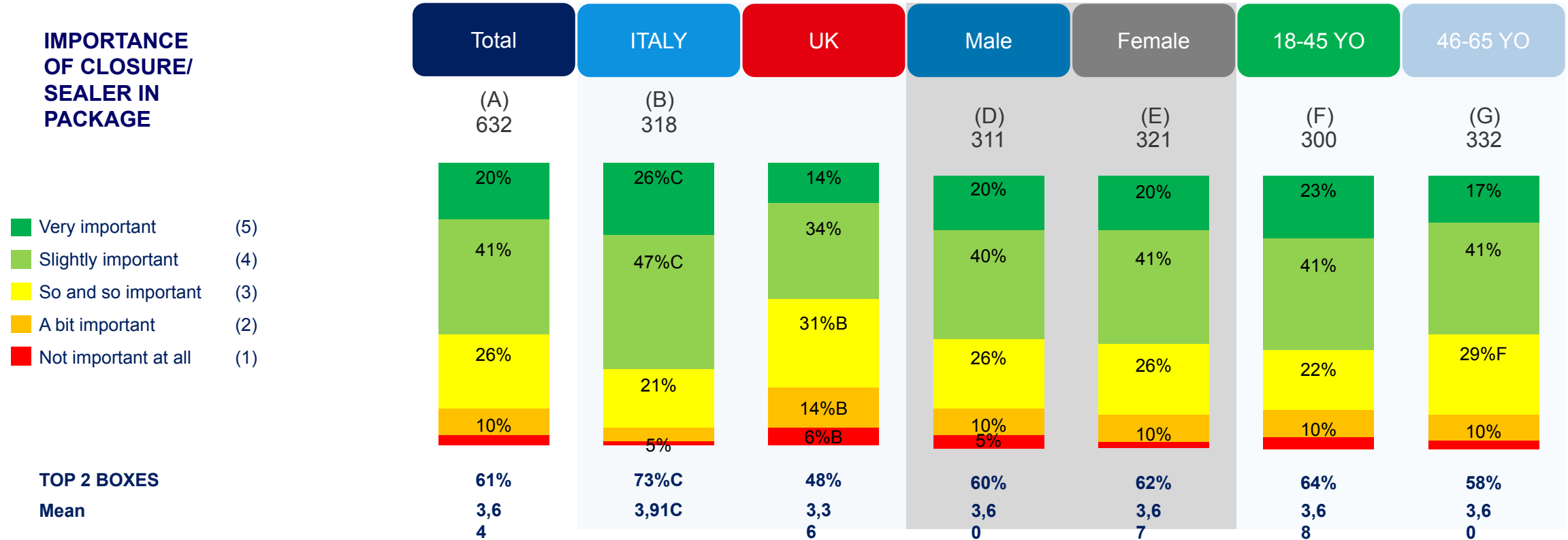


Comparison Groups:  
 uppercase letters indicate significance at the 95% level  
 lowercase letters indicate significance at the 90% level

# The presence of a sealer is an important driver of choice



When purchasing food, how important is the presence of a closure/sealer in/on the package, when making your purchase decision?



Comparison Groups:  
 uppercase letters indicate significance at the 95% level  
 lowercase letters indicate significance at the 90% level

# Consumer Insights

61% of the interviewed, when purchasing food, consider the **presence of a closure or sealer in or on the package**, when making their purchase decision.



## USUAL PAIN POINTS

**When you used a package closure/sealer, which of the following problems, if any, did you encounter?**

- The closure/sealer did not last long / was not effective
- The closure/sealer didn't work well on curved packages
- The closure/sealer was not fit for the package, and I needed to buy a new one



## NEEDS & WISHES

**Which characteristics should your ideal package closure/sealer have?**

- The closure/sealer keeps the food fresh
- The closure/sealer is easy to use
- The closure/sealer can be used multiple times (for 56% at least 10 times)
- The closure/sealer is recyclable



