



2017 & Beyond

The world's leading wet wipe innovator



Household



Cosmetic



Personal Care



Baby



Nice-Pak International

Selfie Ready

More than ever before we live in an image-conscious society within which consumers, both male and female, are increasingly prepared to spend money enhancing their appearance. Whether in male grooming or female skincare, spelling out the aesthetic benefits of personal care wet wipes will be a key driver of future success. In some areas the speed at which these benefits are delivered will become just as important.



The world's leading wet wipe innovator



Household



Cosmetic



Personal Care



Baby



Nice-Pak International

Age Profiling - Old Hat

Gone are the days when you could predict and profile a consumer's lifestyle and lifestage simply by age. Not only are people living longer, they are throwing away the rule book regarding traditional career paths, marriage, family-rearing, property ownership and travel.

In particular, with increasing life expectancy comes the opportunity for older people to be more adventurous and to persist with interests that previous generations might have left behind at an earlier age. In the world of wipes, this represents a huge opportunity to rethink how we segment our product propositions.



The world's leading wet wipe innovator



Household



Cosmetic



Personal Care



Baby



Nice-Pak International

Raised Expectations

Consumers increasingly expect companies and their products to meet their promises, to avoid hype and to say it like it is. Meanwhile consumer goods companies can no longer risk exaggerating claims since bad product reviews can spread like wild-fire on social media. In the context of wet wipes, it is increasingly important that we spell out what the consumer can expect in functional terms and deliver on that promise.



The world's leading wet wipe innovator



Household



Cosmetic



Personal Care



Baby



Nice-Pak International

Here and Now

Time is a key issue. According to Mintel, in 2017 we'll see more demand for services and platforms to help people organise and make better use of their leisure time via new geo-location technology. The expectation is that brands will increasingly help consumers to decide what to buy, watch, do or eat.

Meanwhile, on-demand services are blurring the edges of brand loyalty. In a world in which instant replenishment may come from the push of an Amazon Dash button or subscription to a monthly doorstep delivery pack, the appeal of wet wipes may be as much determined by their format, size and 'shipability' as the branding and messaging on the pack.



The world's leading wet wipe innovator



Household



Cosmetic



Personal Care



Baby



Nice-Pak International