





JUNE 29-30, 2022

# Consumer opinions and sentiments on aerosol products

www.intpact.com

# CONTENT



IntPact in a nutshell

Approach for the study

Results

# Accelerate, anticipate, innovate, collaborate



## We provide digital solutions and market intelligence expertise to



MONITOR & FOLLOW

Your familiar environment



SEARCH & FIND

For identified OPPS & Threats



DISCOVER

new Opps & Threats



SHARE & COLLABORATE

via a one single platform



SIZE & FORECAST

your (un)familiar markets

# Connect the dots between any relevant internal & external sources



#### **EXTERNAL** sources

#### **ALL WEB**

Websites, PR, News, Social media blogs, forums, TV, radio Databases Geolocation & Maps Deep & Darkweb

#### e-COMMERCE

Products Brands Reviews Pricing Specifications



#### **INTERNAL** sources

#### **CUSTOMERS INTERACTIONS**

CRM visit reports & data Call center data Tradeshows...

#### **KNOWLEDGE & EXPERTISE**

Reports Analysis Recommendations

# Get a 360° real-time view of your business drivers



#### Market & Applications

Market size and forecast Market Needs & Trends Societal & Regulatory trends

#### Value chain & Consumers

Suppliers Competitors Customers Consumers' reviews Employees



#### Products/Technologies

New products New technologies Key patents Scientific literature

#### **Hot topics**

Sustainability Safety E-commerce Personalisation...

# Scope



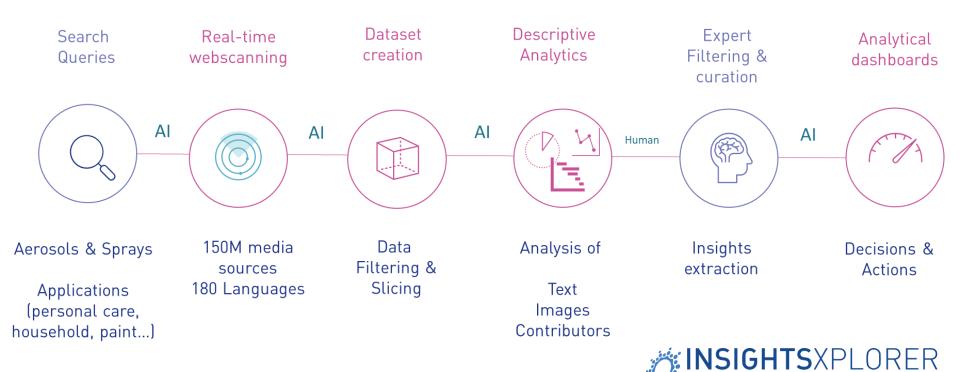
Geography: Worldwide

Languages: English & French

Period : January to June 2022

## IntPact approach: Human & Digital mix



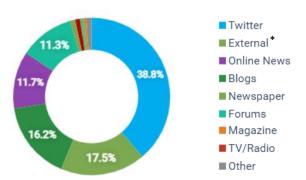


# Aerosols and applications : how much conversations? Where? in which media?



Last 6 months





# 180 000 articles worldwide 40 000 articles in EU (20%)

#### Zoom on Europe

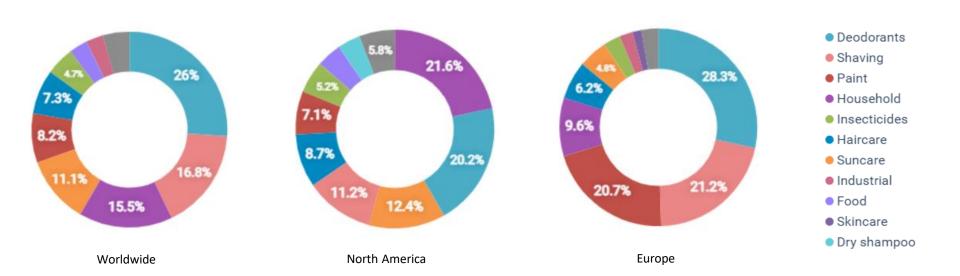


<sup>\*</sup> Consumer reviews on e-com platforms

## Conversations by market and region

Last 6 months





55% conversations worldwide on personal care aerosols

# Last 6 months top stories North America Aerosol products recalls due to carcinogenic benzene













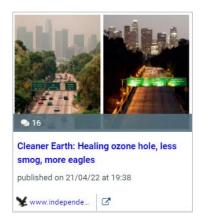




# Last 6 months top stories in Europe Chemicals, air quality and accidents





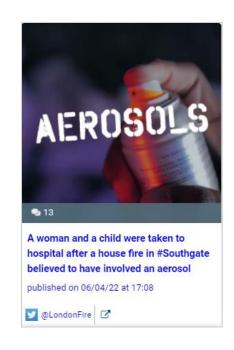




#### **Montreal protocol success**

"Ozone layer 'rescued' from CFC damage" "CFC ban bought us time to fight climate change", say scientists





# Main themes

Last 6 months, media = online news, newspapers, magazines



major cities ordinary soap online services fresh scent plain trousers dry Shampoo tight restrictions protection civile dry Shampoo environmental scientists healthier people sensitive skinenvironmental problems public health ealth public health ealth public health ealth sensitive skinenvironmental problems industrial products personal caredients harsh chemicals strong smell cosmetic products industrial products personal caredirect sunlight current director essential oil pleasant scent daily routine good choice environmental scientist green tea oily hair large number

"While benzene is not an ingredient in any of the recalled products, our review showed that unexpected levels of benzene came from the propellant that sprays the product out of the can"...



# Sustainability: NO discussions on refillable/reusable aerosols Refillable sprays (no pressure), compressed sprays, solid products...





Refillable spray bottles (Bottle + pump)



Clean Beauty: une routine beauté plus responsable | Santé Magazine

published on 24/09/21 at 12:22





#### **Eco-sprays or compressed sprays**

"Eco-sprays use a nitrogen-based propellant that is naturally present in the air, reducing greenhouse gas emissions and limiting the impact on global warming. Generally packaged in recyclable aluminum bottles they offer the same number of uses as a conventional aerosol in a compressed format»





**Solid Cosmetics** « Pain de rasage solide Lamazuna: the product is equivalent to 2 shaving foam aerosols »

## Sustainability: Aerosol products recycling

many recycling communication campaigns but still some contridactory messages

#RecycleForWestNorthants

#RecycleRight

#RightStuffRightBin

#ThankYouForRecycling #Packagingnews

#ChichesterRecycles

#circulareconomy









empty plastic sunscreen bottles W

published on 03/06/22 at 21:25





#aluminium



#packaging

#sustainablepackaging

#recvcling



@Keepmabeautiful

The sun is out – time to protect your skin. Sunscreen comes in all shapes and sizes. But which containers can go in the recycling bin?

Sunscreen plastic bottle (empty & rinsed)
Sunscreen aerosol container

X Sunscreen aerosol of X Sunscreen tube

buff.ly/2zn1BHS #Recycle #RecycleRight



# « No gas, 0% gas, no VOC... » claims: products examples



#### Asia



#### Europe







NOMAD

0% GAS

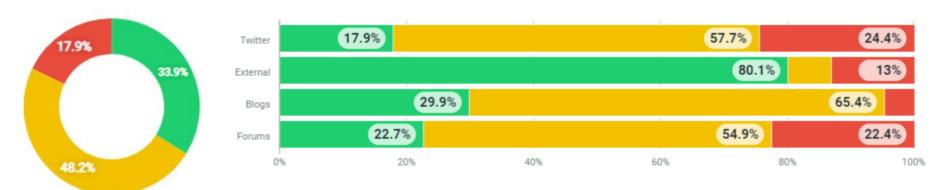
24 HOUR

# Zoom on consumer medias: consumer reviews, twitter, blogs, forums



150k documents, last 6 months, worldwide

#### **3 times more positive** than negative sentiments



80% positive consumer reviews on ecom platforms



# Consumers like aerosol and spray products



**25k Positive consumer reviews** on ecom platforms, last 6 months



#### What consumers do not like















#### <u>David Beckham Classic Deodorant Spray For Men - Waste of money</u>

zaki shaikh has replied

Fragrance not good and also not long lasting. Full of gas.

#### Sanex Dermo Invisible Antiperspirant Deodorant Spray 250ml - Awful new design

#### Bootly has replied

...years and loved it. But this new design and spray is awful. Found it very hard to 'break the seal' with arthritic hands. When I eventually managed, the liquid just dribbled out - didn't spray at all. So having to throw away two tins that are...

#### Dove Men+Care Cool Fresh Dry Spray Antiperspirant Deodorant, 1 OZ — Bad for the environ...

#### Cyberbuilder has replied

[This review was collected as part of a promotion.] I don't like that this product contains hydrofluorocarbons. It's **bad for** the **environment** and destroys the **Ozone** layer. I avoid all products containing these chemicals, so this is a no go for me.

#### Moroccanoil Luminous Hairspray Medium, Travel Size, 2.3 Fl Oz (Pack... - Liked the travel...

#### J. Newby has replied

Only used maybe 1/2 the can and it's now **clogged** and won't spray at all. I've been using various **aerosol hairspray** for years and I've never had a can just stop spraying so I'm very disappointed. I was hoping to find a new brand for...

#### LPT: Febreze is a fabric spray.

#### RainbowChardonnay has replied

Please don't use Febreze or any other synthetic **air fresheners** or fabric **sprays**. It has chemicals that are terrible for the **environment** and that threaten your endocrine system. Look for all natural alternatives.

Toxic chemical substances - strongly influenced by the recent aerosol product recalls

Environmental impact - gas responsible for global warming

Full of gas/only gas /don't last long

independent testing small planes Worst product fake products bad quality bad product complete dry poor quality toxic chemicals toxic fumes poor condition daily exposure global warming regulatory agencies bad smell adverse health bombe aérosol high levels specific lots nearest paint cancer causing fake product

"Aerosol products are bad for the environment AND have chemicals in them bad for your skins."

# «Non aerosol» combined with « environmentally friendly » or «better for environment »

Product reviews / consumer reviews





"Redken Pure Force 20 is an environmental friendly and non-aerosol spray"

«packaged in a sustainable non-aerosol dispenser»



beauty planel WHITE JASMINE

"non-aerosol hairspray powered by air rather than the damaging greenhouse gases used by traditional hairsprays"

Happy that it is a non aerosol can so it is environmentally friendly.



Klorane **Non-Aerosol** Dry Shampoo with Oat Milk

"I really appreciate that it's making an effort to be more **environmentally** friendly"

"An environmentally friendly alternative!"

"I really like the **eco friendly** packaging **without aerosols**."

"I like that it is **better** for the environment!"

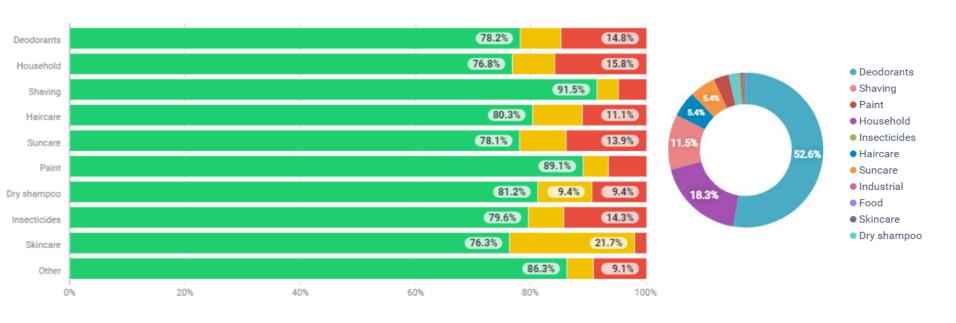


# Zoom on consumer reviews: sentiments by categories



31k documents, last 6 months, worldwide

#### All aerosol product categories are appreciated by consumers



#### Zoom on suncare in consumer medias



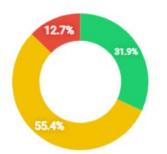
#### 6K documents, august to nov 2021, worldwide



# 17.2% 16.6%

#### 17K documents, jan-june 2022, worldwide



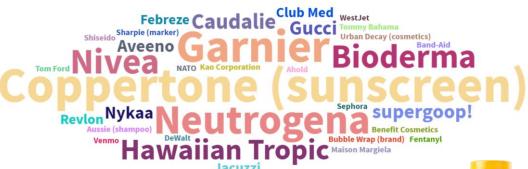


"The recalled Sunscreen contains **high levels of** Benzene, which is a known human carcinogen."

#### Zoom on suncare in consumer medias

Consumer reviews, Last 6 months, worldwide

















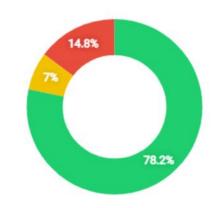
## Zoom on deodorants consumer reviews on ecom platforms



23

88k documents, last 6 months, worldwide







Gillette (brand) Davidoff Unilever
Nautica (clothing company)

Chanel Brand Benetton Group

Gucci Nykaa Axe (Brand Benetton Group

Oriflame Bulgar Kamasutra (brand) Nivea

Molton Brown Yardley of London Christian Dior

Adidas Rexona Super Fresh Incense of India RMK

Michael Bubble Wrap (brand) Bad Boy Records

Persona Super Fresh Mitchum Vaseline

Bubble Wrap (brand) Bad Boy Records

Designer label

# Key learnings



- Consumers like aerosol products
- Highly concerned about toxic chemical substances (benzene...)
- Growing concern about indoor air quality & environmental impact of gas
- Reusable aerosols not mentioned...but refillable sprays, compressed sprays,
   "no-gas" or "non-aerosols" sprays, solid/powder cosmetics are very frequent
- Recyclability: still contradictory claims

# Your contacts to accelerate your growth





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**BOOK A PERSONALIZED DEMO**