



The Data-Driven Case for Packaging Innovation:

How Consumer Reviews Helped AeroFlexx Define the Future of Liquid Packaging



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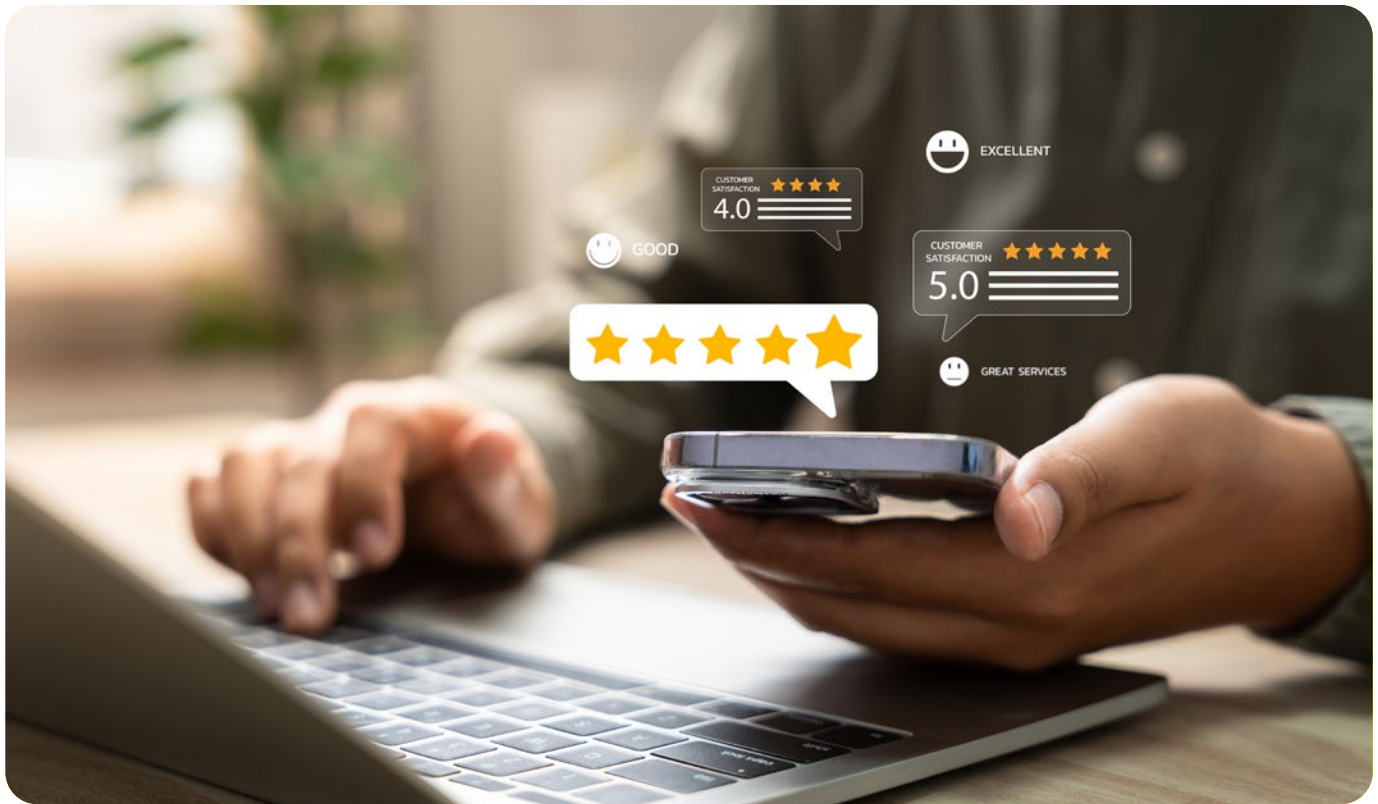
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Introduction



For global brand leaders, **market viability** serves as the primary hurdle for any new initiative.

When it comes to packaging, investing in packaging formats or complex formulations without a clear proof of concept creates unnecessary financial risks and can stall even the most promising innovations. AeroFlexx developed a packaging format backed by consumer research across categories to specifically address persistent consumer frustrations. Our goal was to ensure that a fundamental shift in packaging architecture aligned perfectly with actual market desires and solving consumer tensions, which is a key driver for market penetration.

While the AeroFlexx liquid packaging format was initially engineered to solve the unique challenges of e-commerce—such as durability and leak-resistant performance in the parcel shipping environment—our analysis confirms the technology also solved many broader consumer tensions, such as messes, spills, and waste. This data provides the essential bridge to close the gap between legacy rigid packaging and next-generation packaging, offering the purchase intent and relevance anchors required for a successful global launch.



The Essential Role of Consumer Research

Conducting deep consumer research before launching a new product is essential because it directly **reduces risks, improves product-market fit, and significantly increases the likelihood of a high-impact launch**. Rather than relying on internal speculation, research allows a brand to navigate the transition to new packaging formats with confidence.

Consumer research helps discover:

- The specific frustrations in consumers' daily routines that could actually be solved
- The ways they currently navigate existing packaging limitations
- The features and functional attributes that matter most to the consumer
- The compromised experience that exists with current rigid packaging or flexible packaging options
- The necessary insights to ensure you aren't building a product based on institutional assumptions
- The way consumers buy online, in retail settings, or both
- Consumer work-arounds; for example, cutting the container or using a spatula to get all the product out



Ultimately, consumer research ensures you launch a product people actually want, in a format they intuitively understand, and with a strategy that positions your brand for long-term success in a competitive landscape.



Identifying the Source of Brand Defection

Universal Consumer Pain Points

To design a superior packaging solution, we first had to quantify the failures of the status quo. These friction points and consumer reviews enable brands to view packaging differently, transforming it from a commodity into a strategic tool that solves persistent consumer tensions. Rather than just being inconveniences, these frustrations represent the point where a product fails to deliver on its promise during everyday use.

Consumer Pain Points	Potential Brand Impact
Everyday Messes, Spills and Leaks	Frequent drips, messy pours, and leakage during normal handling can create repeated micro-failures in everyday use. Overtime, these experiences may contribute to a perception of poor quality and driving gradual brand disengagement and switching behavior.
Inaccurate Dosing and Product Waste	Inaccurate traditional open and close cap dispensing systems can lead to overpouring and inconsistent usage. This may contribute to product waste, which can increase perceived cost to the consumer and potentially impact perceptions of efficacy and value.
Pump and Dispensing Malfunctions	Mechanical failures such as clogging, air locks, and inconsistent pressure can result in less reliable and more effortful consumer interactions. These experiences may influence perceptions of product quality and, in some cases, impact views on overall premium brand positioning.
Dosing Cap Inefficiency	Oversized and poorly designed caps can create measurement ambiguity and residual buildup. This may contribute to overuse, mess, product waste, and consumer workarounds, such as tossing the cap into the wash, which can indicate a breakdown in intended product experience and inefficiency.
Poor Ergonomics and Grip	Rigid, bulky, or awkwardly shaped containers can require consumers to adapt their grip, often leading to hand strain or reduced control during use. These factors may also affect accessibility and undermine a premium, intuitive consumer experience.
Leakage and Post-Purchase Mess	Packaging failures during transit or storage can lead to product loss and compromised delivery experiences. These outcomes may contribute to higher return rates and could influence consumer confidence in both the brand and the purchasing channel.
Excessive Packaging and Environmental Gilt	Consumers are increasingly expressing frustration with bulky cartons, unnecessary plastic wraps, and layered packaging, which can contribute to overall dissatisfaction. These perceptions may, in some cases, be associated with concerns around brand stewardship, contributing to rising expectations for continued innovation in reducing plastic, packaging, and overall material use.
Opening Frustration and "Wrap Rage"	Hard-to-open caps, tight spouts, and easily lost components can create unnecessary effort and physical frustration. Combined with heat-sealed plastics or multiple protective layers, this may contribute to heightened consumer irritation, referred to as "wrap rage" which can negatively shape brand perception before the product is even used.



The Proof Points

Quantifying Performance and Shelf Impact

The AeroFlexx Pak, our liquid packaging solution, has been rigorously tested across multiple categories using third-party qualitative and quantitative analysis to validate its superiority in visual appeal, usability, and consumer preference.

Grounding the packaging technology concept testing, predictive analytics and real-world usage data allows global brands to move beyond assumptions and make data-driven decisions for their packaging portfolios.



Validated Consumer Preference and Purchase Intent

- **Higher purchase intent:** Outperformed rigid bottle controls 77% vs. 60% in head-to-head body wash testing — all results at 90% statistical significance.
- **Strong consumer preference:** 1,500+ consumers preferred it 2-to-1 over rigid bottles in-home and across categories, citing easier dispensing and environmental benefits.
- **Superior value perception:** Significantly outperformed traditional liquid bottles in concept testing achieving 80% positive value rating versus 64% for rigid bottles.
- **Increased purchase likelihood:** 85% of consumers chose AeroFlexx Pak as their most likely purchase when priced on par with a typical bottle — per 2024 in-home usage tests.



Winning the Digital and Physical Shelf

- **Superior e-commerce engagement:** Achieved click-through and engagement rates 2x higher than industry benchmarks, plus a 19% video view rate surpassing the 13% industry standard.
- **Dominant shelf attention:** Captured 54% share of retail shelf attention vs. 31% for control packaging — validated by AI-powered heatmapping and visual analytics.
- **Leading shelf set performance:** Increased shelf visibility and purchase consideration when displayed side by side with rigid formats.
- **Optimized visual hierarchy:** Vertical layout aligned with natural top-down eye-scanning patterns maximizes visibility and information recognition in crowded retail environments.

Consumer research statistics shown on this page are based on studies conducted over multiple years and have been independently validated by third parties across multiple categories using both branded and non-branded visuals.



Intuitive Design and Rapid Adoption

- **Zero-confusion consumer experience:** Achieved zero confusion among participants with the addition of clear usage instructions on the front and back of the pack, which was confirmed by in-home usage test (IHUT).
- **Exceptional satisfaction with functionality:** Recorded high satisfaction ratings for core functionality, with 98 percent of consumers finding the package easy to dispense and 91 percent confirming it doesn't leak or spill.
- **Enhanced one-handed utility:** Highlighted the unique benefit of one-handed operation—such as the ability to dispense product while holding a child—proving the format's relevance in high-utility household and personal care moments.
- **Precision dispensing control:** Demonstrated near-total product evacuation, with 86 percent of consumers reporting that it was easy to control exactly how much product was being dispensed and 77 percent of consumers reporting getting the last drops out, reducing waste compared to rigid bottles.

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A New Paradigm in Liquid Packaging

AeroFlexx is the first packaging format to eliminate the traditional trade-offs between performance, sustainability, and economics. This represents a fundamental shift away from the limitations of both rigid bottles and flexible formats, offering a solution that finally delivers on consumer preferences, drives brand value, and aligns with sustainability commitments.





AeroFlexx Solves the Consumer Pain Points & Drives Brand Value



Improving on Rigid Bottles and Flexible Formats

- Combines the durability and structural integrity of rigid packaging with the flexibility and convenience consumers actually prefer.
- Bridges the gap between traditional reliability and modern functionality by delivering a premium consumer experience alongside structural strength.



Enhancing Ease of Use and Convenience

- Utilizes a no-cap architecture and one-handed operation to provide a seamless, frustration-free experience for the consumer.
- Features an integrated self-sealing valve that automatically closes when the product isn't being dispensed and opens with a single tear.
- Maintains its shape and upright position throughout its entire lifecycle through specialized airframe technology.



Aligning Sustainability with Commercial Performance

- Reduces plastic usage by up to 70 percent less plastic up front and requires significantly less energy during production, allowing brands to meet or exceed sustainability commitments without compromising on structural integrity.
- Offers an all-in-one solution that reduces plastic intensity while maintaining high performance, enabling brands to hit sustainability targets without sacrificing margins or brand equity.
- Supports high consumer participation in the circular economy by remaining curbside recyclable where all plastic bottles are accepted.



Simplifying Supply Chains and E-Commerce Economics

- Reduces operational complexity and inventory requirements by eliminating extra components, such as closures and labels.
- ISTA-6 Amazon approval ensures packages can be shipped without additional excessive secondary packaging and will not break or open during shipment.
- Improves e-commerce efficiency and lowers logistics costs through a streamlined approach designed natively for the modern omnichannel marketplace.

The information contained in this document is current only as of April 2026 and is subject to change without notice. Statements, data, and conclusions reflect conditions, assumptions, and information available as of that date and may not reflect subsequent developments.



Speak to an AeroFlexx expert to align your packaging with a better consumer experience.

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