

Are your hydration bottles matching consumer needs?

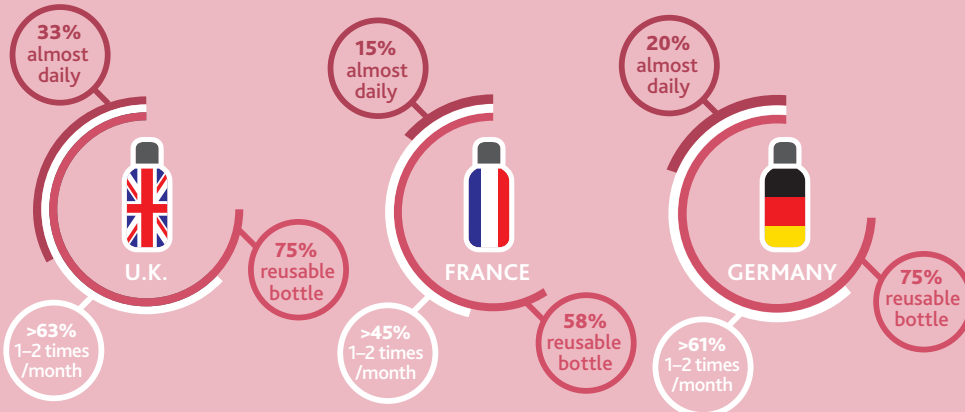
CONSUMER BEHAVIOUR RESEARCH

Eastman recently contracted **System1 Research**, a multinational firm focused on consumer behaviour. We'd like to discuss what their results and insights can mean for you.

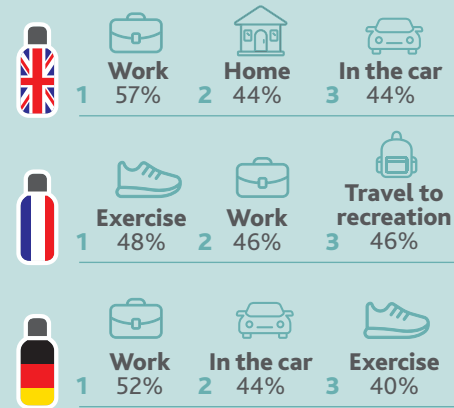
For complete survey results and interpretation for your brand, email spemealeads@eastman.com.



USAGE BY COUNTRY



FAVOURITE USES



WHERE CONSUMERS LEARN & PURCHASE



BEFORE BUYING

#1 source of prepurchase research is **online consumer reviews**.



DURING PURCHASE

#1 source of research is **point of sale**.



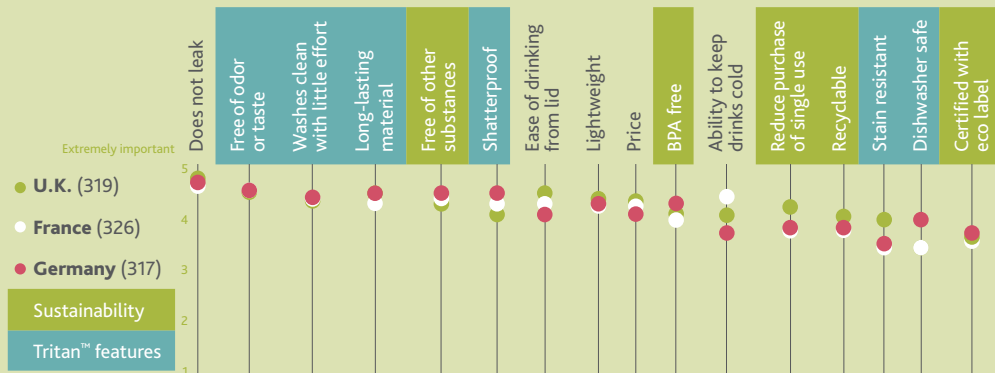
LOCATION

Most people buy their reusable hydration bottle in the (discount) **supermarket**.

Online retailers are most popular in Germany, and sporting goods stores in France.

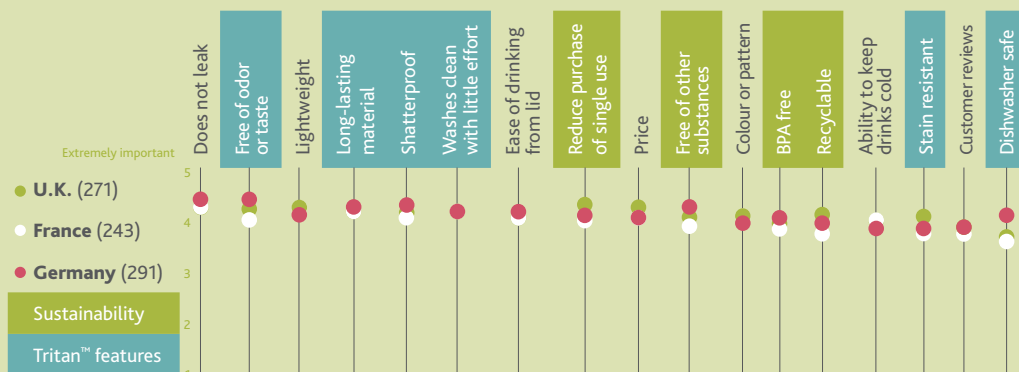
PURCHASE DRIVERS

IMPORTANCE WHEN BUYING A REUSABLE HYDRATION BOTTLE



USAGE SATISFACTION PREFERENCES

SATISFACTION OF THE USED REUSABLE HYDRATION BOTTLE



Have you addressed these purchase and usage drivers in your consumer communications?

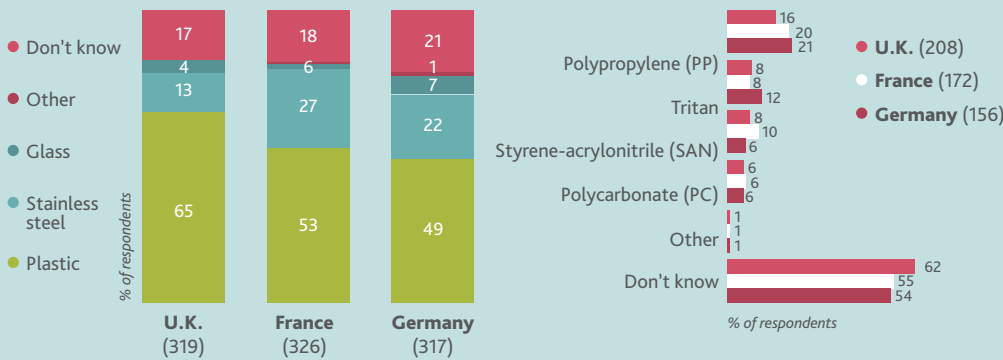
Popularity and understanding of plastics

PLASTIC BOTTLES ARE PREFERRED—BUT MISUNDERSTOOD.

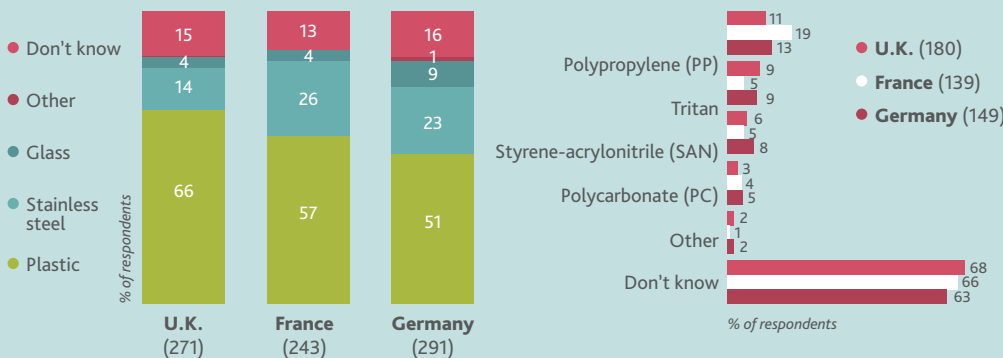
Plastics are the most widely used materials for reusable hydration bottles. But consumers don't understand the different types of plastics they are purchasing—or which plastics perform the best.



PURCHASE BEHAVIOUR AND LEVEL OF MATERIAL KNOWLEDGE



USAGE BEHAVIOUR AND LEVEL OF MATERIAL KNOWLEDGE



Do you want to be a thought leader and help communicate that there is a difference between different plastics?

LIFE EXPECTANCY

Reusable plastic bottles can be expected to last as long as 10 years or more. Majority of respondents expect up to 2 years.



69%
(33% 1-2 yr)



65%
(32% 1-2 yr)



56%
(30% 1-2 yr)

PRODUCTS OF CONCERN



Consumers want to purchase healthy hydration bottles. But they are unclear what is in their bottles.

Of French consumers who knew BPA, **42% said it influenced their purchase decision**—compared with 37% in the U.K. and 31% in Germany.

Is there an opportunity to educate consumers about this topic and all benefits that relate to sustainability and healthy hydration?

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The results of insight™

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