



Concentrate (futures)

Is the future concentrated?

PDD Futures takes trends analysis that little bit further, making the products of the future possible today. Experts from across the company analyse markets, materials, technology and consumers to investigate and inspire the development of new products and services. We then create solid examples so our clients get to see the future on paper, then hold it in their hands.

Challenge

With the global trend towards environmentally and socially responsible products and packaging within the FMCG sector, an increasing number of laundry detergents are being sold in their concentrated format. This has obvious and tangible environmental benefits that are clear for both the manufacturer and consumer; reduced expense as the water content is no longer being shipped to market, a reduced carbon footprint and smaller, more environmentally friendly packaging. Thousands of FMCG products contain water as one of their main ingredients; are consumers ready for concentrates in other areas? PDD's Futures team decided to explore other FMCGs that are suited to being sold as concentrates.

Solution

Through using our fully integrated design & innovation process, we researched consumers' current attitude to products that contain water as a main ingredient vs concentrate-based products. We found that concentrate-based products will have to offer more than an environmental message—they will have to offer practical benefits and an enhanced experience or else the additional 'hassle' will mean that they are rejected by consumers.

Result

PDD came up with three big ideas that showcase how making things smaller can enhance the consumer's experience and reduce a product's carbon and water footprint.

Big idea #1 : Tulip shampoo

Our vision of a range of hair products for the female market included a durable pump unit designed to fit in with modern contemporary bathrooms and shampoo concentrate 'bulbs' that open slowly when dropped into water.

Big idea #2 : Pod shower gel

A soft moulded Pod container in which a concentrate capsule is inserted was designed for the male shower gel market. When the closure is twisted home, the pod is activated, injecting a concentrated mixture into the water to create an invigorating shower gel solution.

Big idea #3 : +H2O cleaning detergent

PDD's detergent comes in tablet form. Three tablets make the equivalent of 1 litre of normal cleaning detergent. The cleaning system includes 1 pump closure, an empty pump and 3 tablets. It is compact for storage and lightweight for transporting but lasts as long as a current 1 litre pack.



Building deep relationships that deliver meaningful innovation

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