

Brand Perception

13

Total Responses

9 Completed Responses

4 Partial Responses

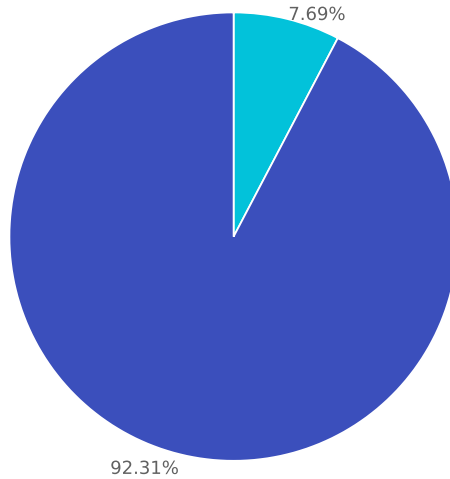
419

Survey Visits

Q1

Do any of your currently marketed products have a refillable option?

Answered: 13 Skipped: 0



● Yes

● No

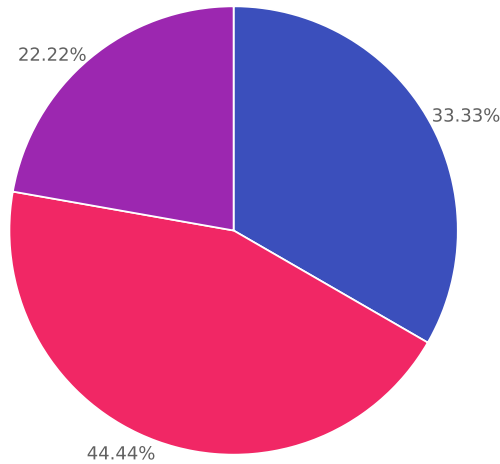
Choices	Response percent	Response count
Yes	7.69%	1
No	92.31%	12

No

Q2

How would you describe your current decision-making surrounding product refill programs?

Answered: 9 Skipped: 4



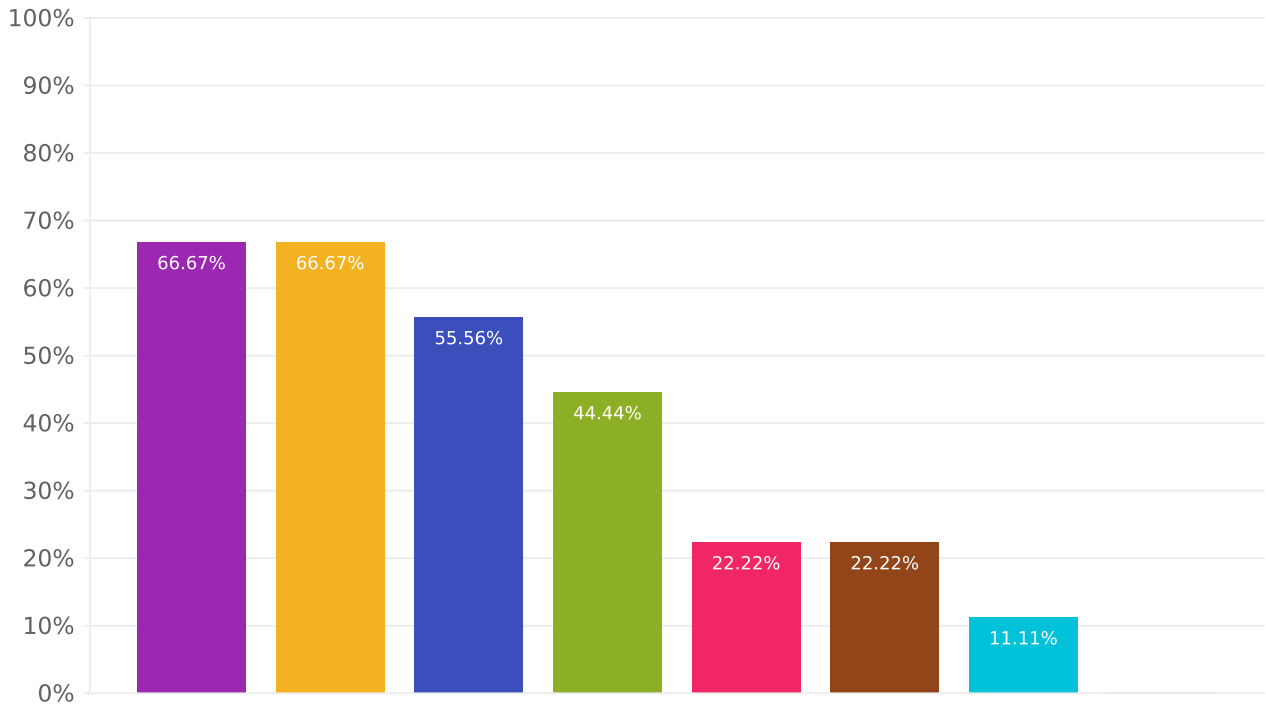
- Actively developing a refill program: pre-launch phase
- Considering a refill program: research phase
- Interested in the idea but have not seriously looked into it yet
- No current interest

Choices	Response percent	Response count
Actively developing a refill program: pre-launch phase	0.00%	0
Considering a refill program: research phase	33.33%	3
Interested in the idea but have not seriously looked into it yet	44.44%	4
No current interest	22.22%	2

Q3

What barriers have you experienced or do you perceive to be a problem for developing a product refill program?

Answered: 9 Skipped: 4



● Logistics (ie. transport, shipping)

● Product concerns (ie. preservation, contamination)

● Cost/MOQ

● Difficulty matching brand aesthetic

● Consumer resistance to using refills

● Insufficient eco-impact to be worth it

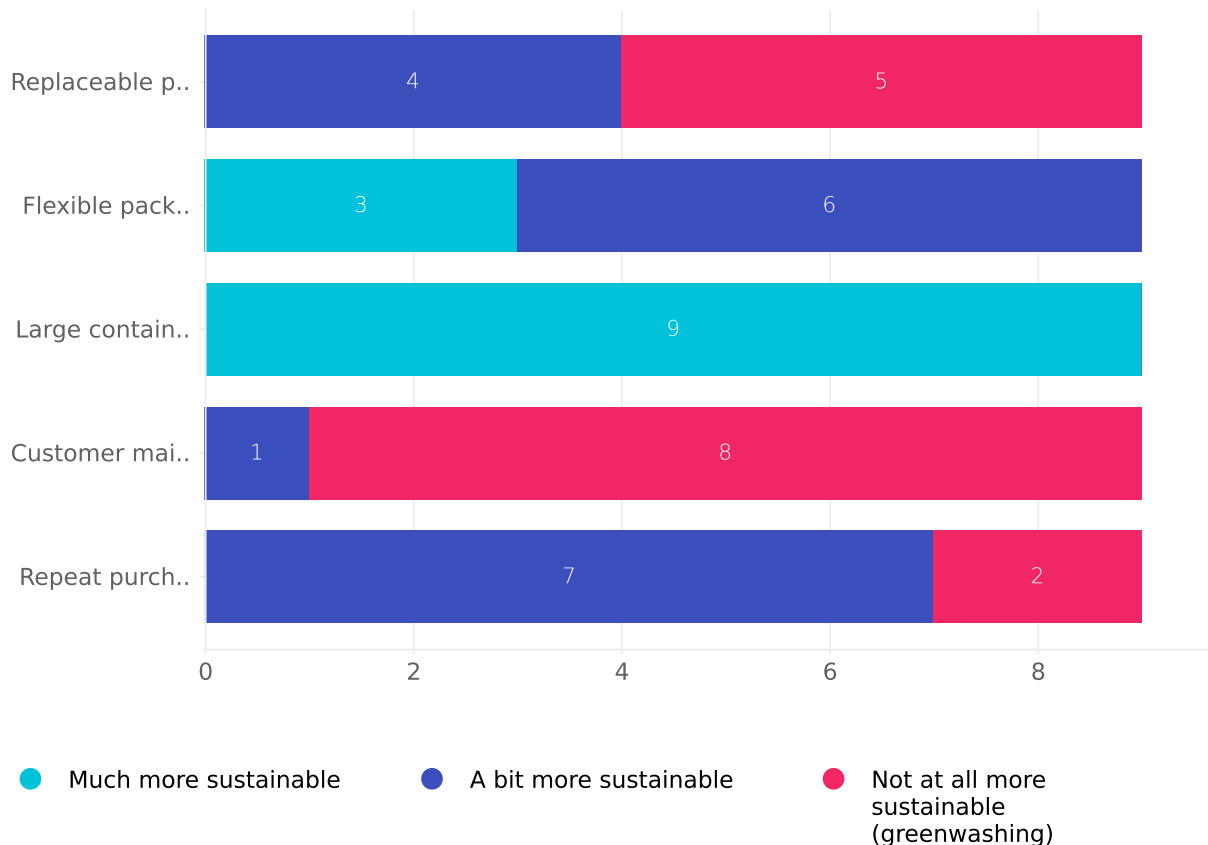
● Difficulty finding available containers/materials

● Other

Q4

What are your perceptions about each of the potential refill options available to brands?

Answered: 9 Skipped: 4



Row	Much more sustainable	A bit more sustainable	Not at all more sustainable (greenwashing)	Response count
Replaceable pods/cartridges that fit into the original container	0.00% (0)	44.44% (4)	55.56% (5)	9
Flexible packets or pouches to pour refill into original container	33.33% (3)	66.67% (6)	0.00% (0)	9
Large containers that get refilled locally at a refill station or storefront	100.00% (9)	0.00% (0)	0.00% (0)	9
Customer mails original packaging back to you for processing and refill	0.00% (0)	11.11% (1)	88.89% (8)	9
Repeat purchase comes in a new container, but without the plastic pump/dispenser	0.00% (0)	77.78% (7)	22.22% (2)	9

Details

Q5

Where are your products currently sold?

Answered: 8 Skipped: 5

Choices	Response percent	Response count
Local storefront	12.50%	1
Home-based (craft fairs, markets, ETSY)	37.50%	3
e-Commerce online sales	87.50%	7
Small-mid sized stockists	37.50%	3
Major retail	0.00%	0