

# BIG NEEDS CREATE EVEN BIGGER EXPECTATIONS

With more people shopping online, consumers can provide valuable insights through eComm ratings & reviews



## WHAT WE DID:

COVID-19 heightened the need for increased cleanliness and hygiene. To better understand if products were delivering against expectations we analyzed over 5000 ratings and reviews on disinfectant wipes in eComm platforms before and during the pandemic using our ProductIntelligence\* approach.

## WHAT WE LEARNED FROM ONLINE REVIEWS:

Surprisingly, during the pandemic disinfectant wipes received more negative reviews than before. The additional negative comments during the pandemic related to the packaging not being convenient or hard to seal leading to dried up wipes. Consumers need a package they can take with them to disinfect surfaces outside of the home, in addition to their needs in-home. Thicker wipes are preferred as well as a fresh pleasant scent rather than a clinical smell. As consumers were disinfecting more during the pandemic, the smell was perceived as too clinical.

Due to an increased demand for disinfectant products, wipes were often out of stock. Also, consumers were more price sensitive. There were cases where fraudulent re-sellers were exploiting this situation by offering used or damaged wipes.

## WHAT IT MEANS FOR MANUFACTURERS:

To remain competitive and protect the brand image for what comes next, businesses need to optimize their portfolio even in a crisis.

Listening carefully to consumers, allows them to react faster to changing needs and quickly manage product issues. Along with more traditional product testing, ratings and reviews can provide important insights in consumers' own words.

For this research, Ipsos's ProductIntelligence solution was applied to eComm rating and review data from the US. This solution is powered by Ipsos Product Testing experts and Synthesio technology.

## KEY PRODUCT DIMENSIONS IDENTIFIED IN REVIEWS:



### Positive Comments

*Effectiveness, Fresh scent, Bleach free, Thick wipes*



### Negative Comments

*Leaking incidences, Lack of sealing, Clinical scent*

### COVID-19 elevated the importance of:

*Convenient packaging, Durable wipes, Product price, Pleasant scent, Availability*

GAME CHANGERS

