

# Product and Package Design Affects Purchasing

## Study Shows Ease of Use is a Brand Advantage

When it comes to products and packaging, each design decision has the power to include or exclude possible customers. For nearly 60 million adults living with arthritis and many more with chronic pain, everyday products and packages can be difficult, painful, or even impossible to use.

In collaboration with Stable Kernel, the Arthritis Foundation surveyed 850 consumers with and without arthritis to learn more about their experiences with products and packages. The 2024 Ease of Use Study reveals that in addition to negatively impacting consumers' quality of life, product and package design challenges have significant implications for brand loyalty, purchasing behavior, and company market share.



### Most Difficult Packaging for Consumers

- Twist-off lids
- Blister packs
- Childproof caps
- Heavy bottles
- Spray bottles
- Pull-open plastic containers and cans

### Product and Package Designs are a Pain Point for Consumers

Ease of Use Study research findings show that 90% of consumers often need help opening packaging, and 70% with arthritis struggle with products that require twisting or gripping.

Even more concerning, packaging has caused physical pain for 65% of general consumers and 89% of consumers with arthritis, including cuts, hand and wrist injuries, back and shoulder strains, bruises, and chipped teeth.

### Ease of Use is a Top Priority When Purchasing Products

Customers rank ease of use as a top priority when evaluating products and packaging and view brands that offer ease of use more favorably. Ignoring ease of use means leaving people — and profit — behind.

- 86% of consumers with arthritis and 76% of general consumers **consider user-friendly packaging important** when purchasing products.
- More than half of consumers would **switch brands or pay a premium for easier-to-use products**.
- More than half of consumers with arthritis and over a third of general consumers **avoid repurchasing products due to packaging difficulties**. They cite food and beverage, health products, household goods, and beauty/personal care products and packaging as needing improvement.



## Arthritis is the No. 1 Cause of Disability

**60 million**  
in America

**83 million**  
in Europe

**212 million**  
in Asia

**41% growth**  
in numbers expected  
by 2030

**Products and packaging that are made easier to use for the arthritis community are easier to use for everyone. The time to prioritize inclusive design is now.**



**Learn more**  
about becoming  
Ease of Use Certified



**Download** the  
Arthritis Foundation's  
Ease of Use Design  
Guides

For more information, contact Deb Gokie, vice president of consumer health and Ease of Use, at [dgokie@arthritis.org](mailto:dgokie@arthritis.org).

## A Trusted Seal is Influential in Driving Purchase Behavior

Consumers trust certifications, especially when a credible organization is behind them. The Arthritis Foundation's Ease of Use Study found that half of general consumers and 59% of those with arthritis have purchased a product because it had a seal on the packaging.

The study also found that 66% of consumers with arthritis and 47% of general consumers say an ease-of-use seal from a nonprofit confirming it passed a rigorous ease-of-use test would influence their decision to buy it.

## It's Time to Design Products That are Easy to Use for Everyone

Today, 20% of our world's population is living with chronic pain that makes everyday tasks challenging. Arthritis is the No. 1 cause of disability, affecting nearly 60 million adults and hundreds of thousands of children in America alone — a number expected to grow by 41% by 2030. Ease of use is more than a design philosophy; it's a strategic imperative.

The [Arthritis Foundation's Ease of Use® Certification program](#) designates products and packages that have been independently tested and proven easy to use for people living with arthritis and chronic pain. The seal carries trust, backed by rigorous testing in both lab and human analysis.

**"I've had arthritis for almost 20 years and always struggled to open bottles. I trust all products labeled Ease of Use and am grateful the Arthritis Foundation is working with companies to make life easier with arthritis." — Ashley D.**

Additionally, in collaboration with Target, the Arthritis Foundation has developed the first five of several planned [Ease of Use Design Guides](#) in the United States that offer resources for engineers and designers in the requirements definition and design development stage. This collaboration is leading the way in design accessibility.

### About the Study

Stable Kernel conducted the Arthritis Foundation Ease of Use Study in October 2024. Findings reflect responses to a nationwide online survey from 850 consumers who have recently purchased beverage, household and/or beauty goods. This included 480 who have arthritis or chronic pain and 350 who do not. Findings are reported at a 95% confidence level.

### About the Arthritis Foundation

The Arthritis Foundation is fighting for all people who live with arthritis. As Champions of Yes, the Arthritis Foundation has a mission to turn the obstacles arthritis causes into opportunities. The Arthritis Foundation not only champions life-changing solutions and medical advancements, but it also provides ways for people to connect, break down barriers in health care and join the fight to conquer arthritis — uniting hearts, minds and resources to change the future of arthritis.