

The Power of Ease of Use:

How Accessible Design Gains Market Share

Consumers everywhere struggle with products and packaging that are difficult to access and even painful to open and use. For people living with arthritis or chronic pain, these issues are a significant barrier.

How widespread is this problem?

Recent research gives us a glimpse:



PACKAGING PAIN POINTS



89% of consumers with arthritis and **65% of general consumers** report that packaging has caused everything from cuts and bruises to chipped teeth and joint injuries to worsening their inflammation.



52% of consumers with arthritis and **33% of general consumers** avoid repurchasing products due to packaging difficulties.

Brands that ignore these challenges are leaving people and profits behind — but the problem is solvable.

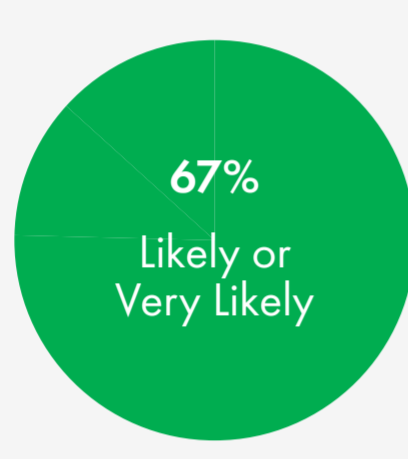
Products and packaging that are easy to use gain consumer loyalty

Innovative, inclusive designs build brand loyalty, and consumers have shown they're willing to pay a premium for accessible products.

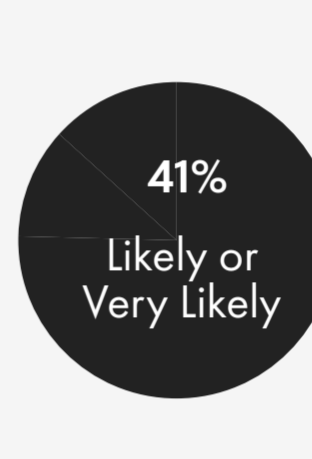
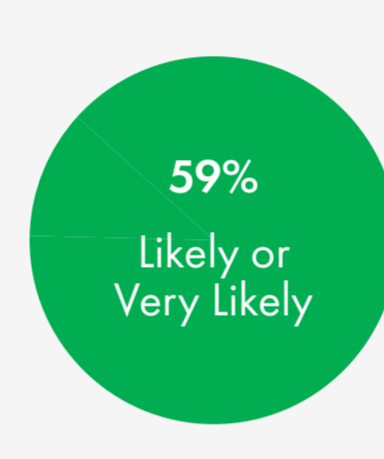


● Arthritis Consumers ● General Consumers

How likely are you to switch brands for an easier-to-use product?



How likely are you to pay more for an easier-to-use product?



The Arthritis Foundation's Ease of Use® seal is trusted and influential in driving purchasing behaviors

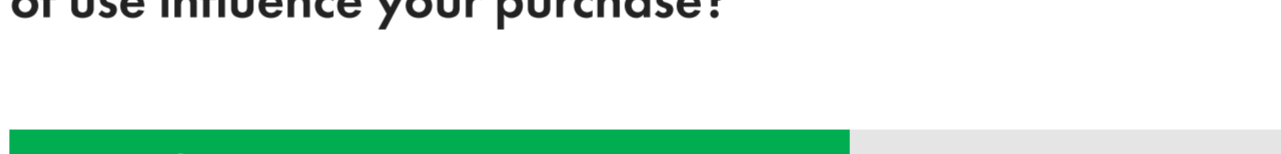
Research shows that the Ease of Use® seal has a positive influence on purchasing behavior, particularly for those with arthritis or chronic pain, but also for general consumers:



THE POWER OF THE SEAL



How much does a seal from a nonprofit confirming ease of use influence your purchase?



Influential/Very Influential



Influential/Very Influential

And when a product is easier to use, brand perception improves:

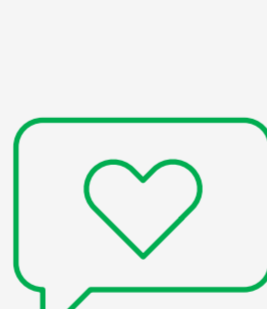
Do you have a favorable impression of brands with easy-to-use products?



The Arthritis Foundation has several resources to assist you on your accessible design journey



Ease of Use® Design Guides developed in partnership with **Target** are free to download



A team of experts will support you **in the accessible design process**



Extensive lab and human factor evaluations for each product and/or package that is certified.

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Each design decision we make has the potential to include or exclude possible consumers. Achieving Arthritis Foundation's Ease of Use® certification is a powerful signal to customers that your products or packaging are a worthwhile investment that they'll want to purchase again.

—

Deb Gokie

VP, Consumer Health and Ease of Use, Arthritis Foundation

The Arthritis Foundation champions the fight to conquer arthritis through life-changing science, resources, advocacy and community connections. As the leading expert in Ease of Use design certification, the Ease of Use Team collaborates with you in each step of your design journey.

Contact the Arthritis Foundation to get started with Ease of Use certification.



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All statistics are from Stable Kernel, Arthritis Ease of Use Study, November 2024.