

September 2024

Home Storage Containers:

Consumer Preferences in the Back-to-School Season



Intro

We looked at reviews in the Home Storage category that referenced terms around back to school, from Sept 1, 2022–August 31, 2024.

SOURCES



Amazon



Walmart



Target



Kroger

PERIOD

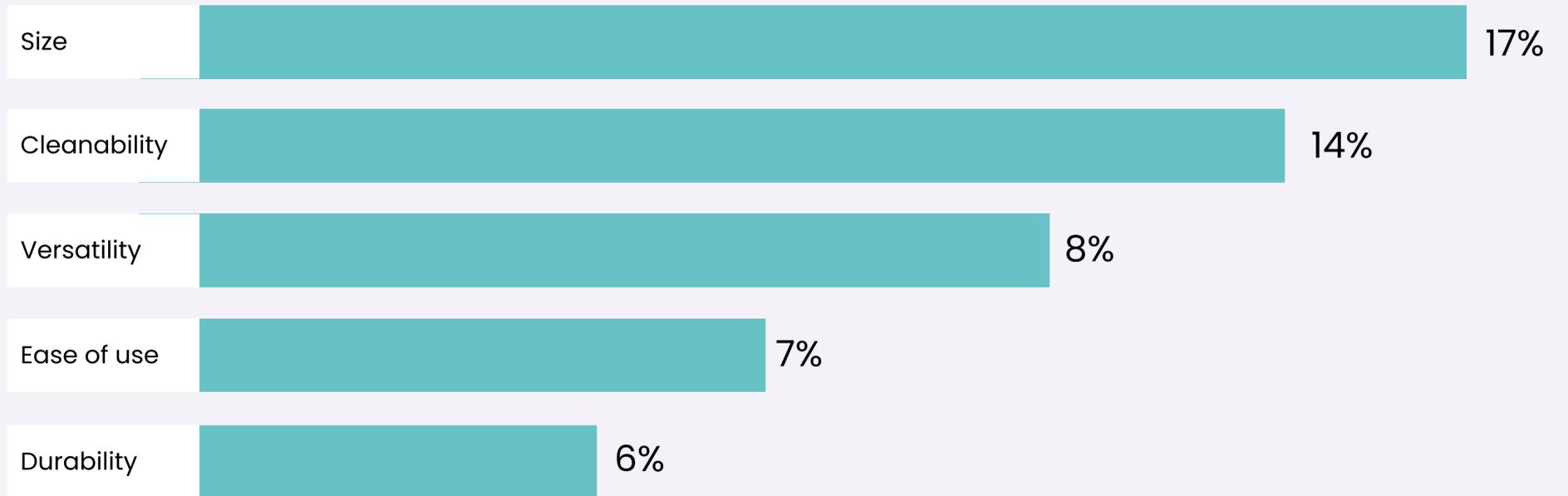
Sept 1, 2022–August 31, 2024

We analyzed data from leading online retailers including: **Amazon, Walmart, Target, Kroger**, and many others. In this report we honed in on two highly discussed topics: Usage Purpose and Size.



Star Rating Drivers

★ ★ ★ ★ ★ Drivers of 5 Star Ratings



★ ★ Drivers of 1-2 Star Ratings



Legend: ■ Overrepresentation in 5 star reviews ■ Overrepresentation in 1-2 star reviews

Most discussed positive & negative topics



Top Liked

Overall Satisfaction	 1,731	 13%
Usage Purpose	 1,565	 12%
Size	 856	 7%
Ease of Use	 654	 5%
Cleanability	 581	 4%



Top Disliked

Size	 175	 1%
Usage Purpose	 164	 1%
Price/Value for Money	 113	 1%
Overall Satisfaction	 112	 1%
Ease of Use	 104	 1%

Legend:



Opinions



Share of discussions

Usage Purpose

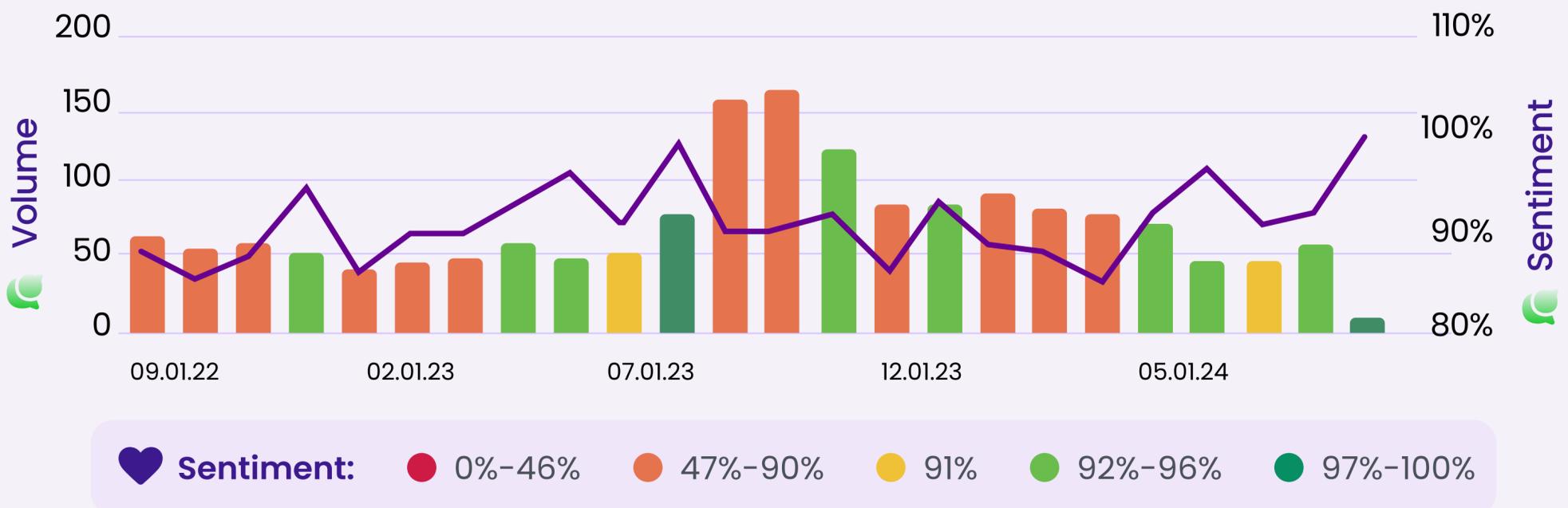
Positive Summary

There are many home storage containers that are the perfect size for meal prep and taking lunches to work or school, making them great for packing sandwiches and snacks. Made from high-quality and durable materials for long-term use, they are versatile enough for storing leftovers, cut vegetables, and other food items. They're also ideal for organizing clothes, school supplies, and craft materials. Suitable for traveling and on-the-go snacks, these containers are dishwasher safe and reusable, providing eco-friendly storage options for a variety of needs.

Negative Summary

Some containers are often not recommended for use as lunch bags for kids, as they struggle to securely store liquids or leak-prone foods. Users have reported challenges with opening and closing the containers, especially for children or individuals with arthritis. Additionally, they are not well-suited for storing large quantities of food or leftovers and are unsafe for microwave or dishwasher use. The durability is a concern, as lids and bags can break or rip easily, making them unreliable for daily use or for holding sandwiches and larger food items.

Sentiment and Discussion Volume for the Usage Topic



Term Cloud for the Usage Topic



Sample Reviews:



Great size for packing a sandwich for my little one's school lunch box. The brown paper side is grease proof too. Such a great price for a lot of pieces. Even comes with a roll of "thank you" stickers. These will be perfect for packing holiday treats too. Definitely recommend.

260 Pack Bakery Bags with Window, 7.5x7.1", Sublaga Paper Sandwich Bags, Donut Bags To Go, Bakery Paper Bags for Treat, Snack, Cookie Waffle Cake Packaging

These lunch boxes have been a great choice for my kids starting school. Since purchasing 2 years ago and using regularly for my son's lunches, they have not cracked or warped. My son was always able to open and close them by himself, and I've put them in the dishwasher every time to clean and they have held up remarkably well. For kindergarten I would cut up a sandwich into 4 squares and put two of them in one compartment, two in the other, and then fill the remaining 2 compartments with a fruit and a veggie. This was a perfect amount for him at that age. As he is now getting older I send him with a full sandwich and use the compartments for sides. I am getting 4 more for my daughter who is starting school this year. **These have held up well and I'm pleased we've not needed to replace them as we head into our 3rd year of use now.**



Bentgo Easyboxes 4-Compartment Snack Containers - 8-Piece Set with 4 Trays & 4 Custom-Fit Lids to Seal in Freshness - Reusable Food Storage & Meal Prep Bento BPA-Free Containers (Brights)



I love how spacious these are! We use them for storing clothes that my kids have outgrown, and they're also perfect for school supplies when it's time to go back to school.

Ziploc® Big Bags XL Storage Bags - 4 Count

Best/Worst Storage Containers

Best ❤️ Avg. Sentiment: 99%



Great Value Fresh Seal Double Zipper Sandwich Bags, 100 Count

Great Value
29 96%



Great Value Fresh Seal Zipper Square Snack Bags, 200 Count

Great Value
22 100%



EasyLunchboxes® - Bento Snack Boxes - Reusable 4-Compartment Food Containers for School, Work and Travel, Set of 4, Classic

EasyLunchboxes
11 100%

In between ❤️ Avg. Sentiment: 90%



Great Value Fresh Seal Zipper Square Snack Bags, 100 Count

Great Value
31 94%



stasher reusable silicone food bag, sandwich bag, sous vide bag, storage bag, aqua

stasher
17 94%



Great Value Double Zipper Sandwich Bags, 300 Count

Great Value
14 92%



Thermos 10 Oz Vacuum Insulated Stainless Steel Food Jar

Thermos
12 88%



EasyLunchboxes® - Bento Snack Boxes - Reusable 4-Compartment Food Containers for School, Work and Travel, Set of 4, Brights

EasyLunchboxes
10 82%

Worst 🗑️ Avg. Sentiment: 57%



Mainstays 33 oz Rectangular Insulated Food Container, Stainless Steel

Mainstays
10 57%

Size

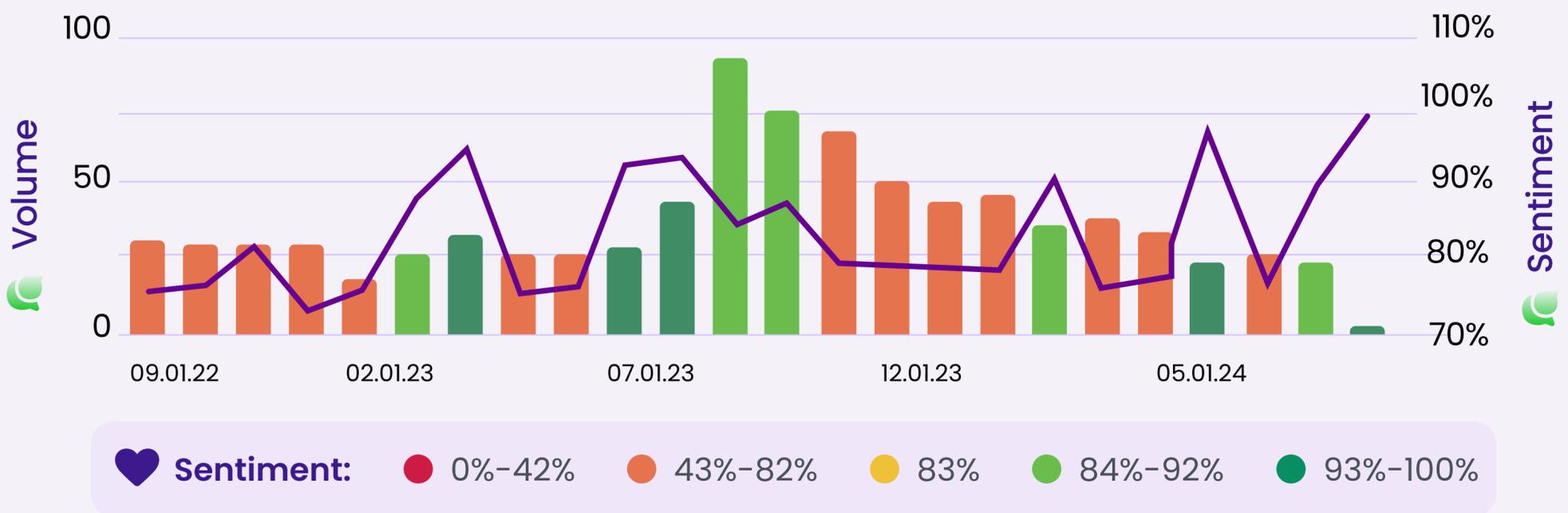
Positive Summary

The softshell food container is perfectly sized for meal prep and convenient for taking lunch to work or school. Consumers were delighted with a variety of sizes available in the container sets, because they offer versatility for storing different types of food. The smaller containers are ideal for sauces, snacks, and leftovers, while the larger ones are perfect for packing full lunches. Additionally, the containers are just the right size for school snacks and fit easily into lunch boxes, making them a practical choice for everyday use.

Negative Summary

Some consumers were surprised that containers were smaller than expected, making them unsuitable for storing larger items or portions. The bags are also too small for packing full lunches or snacks, limiting their practicality. Additionally, the lids often do not fit properly, which increases the risk of leaks, making these containers less reliable for everyday use.

Sentiment and Discussion Volume for the Size Topic



Term Cloud for the Usage Topic



Sample Reviews:



As a college student and a part-time worker, the XL SoftShell food container has been a lifesaver. It's durable, easy to clean, and perfect for meal prepping. The snap-close feature keeps my food fresh and secure, making it a must-have for my hectic schedule. Highly recommend!

Big Bee, Little Bee - SoftShell XL Reusable Silicone Food Storage Container with Attached Clamshell Lid, Easy Cleaning, Snaps Closed, Microwave, Freezer & Dishwasher Safe (Grape)

This is great for back to school or just for snacking! It's very versatile! It really holds a lot or a little. Fits perfectly in lunch boxes. Perfect for little kids or big kids!

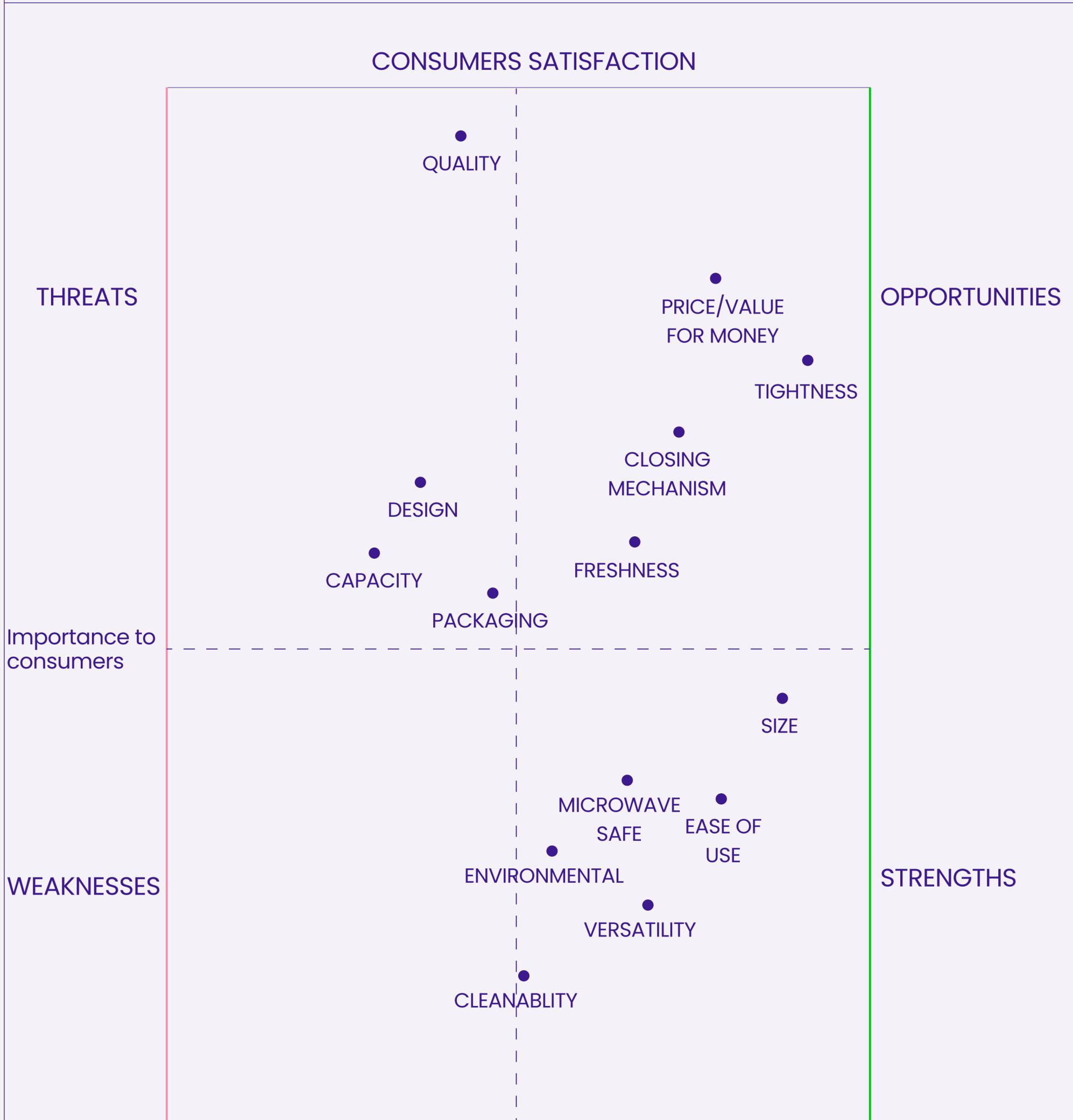
Bento Lunch Box, Reusable Bento Boxes Kids with 4 Compartments & Fork, Lunch Snack Containers for Kids Adults, Divided Food Storage Containers for School Work Travel, 4 Pack(Wheat)



These containers are very good looking, they really seal contents and no spills are to be expected unless something very heavy squishes it. The original purpose is to send healthy snacks for the girls when they go to school, the material is holding up good against Cherry juice and salad dressing, the containers are not getting stains difficult to remove. The material is very easy to wash by hand or inside the dishwasher. **Size wise is perfect for a regular size fruit, seeds and some salad.** Well recommended.

ISSEVE 8Pack 6oz Silicone Snack Containers for Kids, Reusable Small Containers with Lids, Leak Proof Silicone Food Storage Containers, Stackable Kids Lunch Box for Daycare, School, Travel

SWOT Analysis for Leading Container Brands



About Revuze

Revuze is at the forefront of delivering cutting-edge AI-powered consumer insights solutions, revolutionizing how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps truth-driven organizations transform online reviews across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

The image displays a grid of product cards, each featuring a product image, a star rating, and a sentiment bar. The products include a water dispenser (4.6 stars), a printer (4.2 stars), a coffee maker (4.0 stars), an air purifier (5.0 stars), a vacuum cleaner (4.0 stars), a robotic vacuum (4.6 stars), and a refrigerator (4.4 stars). To the right, a dashboard shows sentiment trends for various brands: Walgreens (-88%), CVS, Target (+64%), and Walmart. A specific insight for 'Shine' is highlighted as a negative topic with a -25% sentiment change and 33,108 reviews. The background features logos for Sephora, Walgreens, CVS, Target, and Walmart.