

AWARENESS, ATTITUDE, & USAGE



OVERVIEW

Harvest Insights partnered with a leading industrial hygiene and safety products manufacturer to conduct comprehensive Awareness, Attitude and Usage (AAU) research across key global markets for personal protective equipment (PPE) and industrial wipers. The study aimed to understand regional variations in safety product adoption, usage patterns, and worker attitudes toward protective equipment in different industries — ultimately informing global product development strategies, market entry approaches, and targeted safety education initiatives across diverse industrial markets.

CHALLENGE

The client needed to understand how worker attitudes, usage patterns, and safety requirements differed across key markets as these regional variations directly impacted product design requirements, marketing messaging effectiveness, and distribution strategies.

SPECIFIC ISSUES

- Regional attitude variations due to significant cultural and regulatory differences
- Product specification gaps between worker preferences and available offerings
- Usage pattern inconsistencies by country and industry
- Market penetration challenges in emerging markets where safety awareness and regulator enforcement differ
- Concerns about new competitors entering specific markets

HARVEST INSIGHTS SOLUTION

Objective

To understand awareness, attitudes, and usage across key global markets, identifying regional and industry variations.

Approach

- Initial qualitative exploration to understand the key variables in the selection of PPE and wipers
- In-depth interviews and on-site PPE usage review
- Online quantitative study across five countries and six industries
- Detailed usage tracking across different job functions
- Attitudes about product performance, safety, and environmental considerations
- Comprehensive reports by country and by industry

Conclusion

The research revealed significant regional variations in safety product adoption and worker attitudes which led to key opportunities for product development and market-specific positioning in the future.



+1 404-458-7006



www.harvest-insights.com



hello@harvest-insights.com