

November 2017

Fabric Care and Other Washing Ancillaries - UK

“Shorter-term attributes such as scent, freshness and softness tend to drive purchase of fabric conditioners, with longer-term attributes such as maintenance of colour or shape seemingly of secondary concern. Re-engaging consumers with caring for treasured clothing rather than relying on quick, cheap replacement could be key in adding value across ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Cleaning for the Family - UK

“The continued blurring of gender stereotypes in society may be slow to manifest when it comes to family responsibilities, but coming years will see more of a balance between cleaning tasks conducted by mothers and by fathers. When it comes to keeping homes clean and hygienic, families still focus on ...