

December 2018

Cleaning in and Around the Home - UK

“Brands in the cleaning market have to react to changes in the structure of households in the UK – more older consumers, more people living alone, more people living with less space, and hence less need to clean. Adapting to that will be challenging, but there are positive signs too ...

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

October 2018

The Private Label Household Care Consumer - UK

“The success of own-label has been underpinned by a perceived improvement in quality in recent years, helping to drive people towards these products even despite the amount of discounting on big name brands. This is raising expectations, which suggests that continued NPD is likely to be crucial to its future ...

September 2018

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“In its bid to reverse rapidly falling value, laundry detergent brands have upped their focus on innovation that aims to reduce consumers’ repertoire of laundry care products. However, in doing so, the fabric

conditioners and fabric care markets are now under threat. Increased focus on skin health and the environment ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

July 2018

Air Care - UK

“More people than ever are using air care products, with the category benefiting from meeting both emotional and functional needs. However, concerns over the content of standard fresheners look to have encouraged some consumers to re-evaluate their product choices. Innovation is continuing to rise, ensuring the category remains fresh and ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

Household Care Packaging Trends - UK

“It is clear that recent coverage of plastic and the state of the oceans is impacting on how consumers think about packaging for household care products. Sustainable alternatives, recycled plastic and recovered ocean plastics are all likely to be welcomed by consumers as they seek to live more ethically. However ...

May 2018

Dishwashing Products - UK

“The rise of the discounters has continued to dent the market's value sales, despite the growing population. Going forward, an increase in small household sizes and

the squeeze on consumer spending pose a challenge to the automatic dishwashing market. Meanwhile, interest in packaging that reduces plastic waste presents areas for ...

March 2018

Toilet and Hard Surface Care - UK

“The toilet and hard surface care markets are at a crossroads, with brands seeking to arrest a long-term decline in value sales. The rise of multipurpose cleaners may have actually been bad news for brands in the long run, with consumers seeing them as commoditised and interchangeable. However, eco-friendly products ...

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

February 2018

Household Cleaning Equipment - UK

“The continued development of more functional kitchen rolls is a threat to household essentials like cloths and sponges. Adding extra benefits, such as antibacterial properties or the ability to use without chemical detergents, as well as replicating the convenience of kitchen rolls, is likely to be key to the success ...