

Toilet Cleaning and Care - UK - September 2012

Report Price: £1750 / \$2723 / €2181

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“With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince more people of the need to buy in-bowl rim blocks and liquids/gels and in-cistern blocks.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What product benefits offer the biggest marketing opportunities?
- How might flush treatment products reverse declining sales?
- What areas of NPD are most likely to increase consumer interest?
- How big is the own-brand challenge to branded toilet care products?
- Which alternatives pose the biggest threat to sales of toilet cleaners?

Sales of specialist toilet care products have fluctuated over the last five years, but were boosted in 2011/12 by increased sales of liquid/gel toilet cleaners that have taken the total value of the market to over £125 million. Pressure on households budgets has however depressed sales of flush treatment products, with these items seen as less essential than core cleaning products.

The high priority attached to toilet cleaning has helped protect sales in a tough market, but specialist toilet care products face competition from all-purpose cleaning products, most notably bleach, which is the product most widely used for cleaning the toilet. Convincing more consumers of the multiple benefits of specialist toilet care products is the main challenge for the market going forward.

The report examines the retail market for the following products:

- toilet cleaners, including liquids/gels and flushable toilet wipes
- in-bowl rim blocks and liquids/gels
- in-cistern blocks
- implements, including disposable brushes and refills.

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