

## Dishwashing Products - US - May 2013

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*"Key to keeping the dishwashing products category on a growth track is keeping consumers focused on added benefits and new features rather than price comparisons. A steady stream of new products promising superior performance and a pleasant dishwashing experience will help to keep consumers engaged with the category."*

– John Owen, Senior Household Analyst

### In this report we answer the key questions:

- How do consumers measure value in the market?
- How important are sensory benefits in dishwashing liquids?
- Could more consumer education benefit the dishwasher detergent segment?
- What new opportunities are there for dishwashing product brands to strengthen the connection with consumers?

The dishwashing products category has turned in a solid performance over the last several years as consumers have reprioritized the kitchen and home meal preparation during the recession and after. Consumers have also shown interest in and a willingness to pay a little more for products that improve performance, simplify, or enhance the task of dishwashing. Looking ahead, the opportunity for continued growth lies in keeping consumers engaged in product benefits rather than price comparisons.

This report explores these dynamics and more and provides in-depth analysis of sales and market share trends in the category, an examination of both traditional advertising and social media efforts, and exclusive Mintel research into attitudes and behaviors concerning dishwashing products and washing the dishes.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Advertising creative

Abbreviations and terms

Abbreviations

Terms

### Executive Summary

The market

Category grows on new products and refocus on home meal prep

Figure 1: Total U.S. retail sales and fan chart forecast of dishwashing products, at current prices, 2007-17

Dishwashing liquid outperforms detergent 2010-12, but both segments gain in long run

Figure 2: Total U.S. retail sales of dishwashing products, by segment, at current prices, 2010 and 2012

Market factors

Dishwasher ownership slips slightly

Figure 3: Dishwasher ownership, 2008-12

Time and money spent on home meal prep on the rise

Figure 4: Time spent on food preparation and cleanup, 2007-11

Retail channels

Price- and value-driven channels capture market share

Figure 5: Share of total U.S. retail sales of dishwashing products, by channel, at current prices, 2010-12

Key players

Procter & Gamble fends off competition in both in dishwashing liquid and dishwasher detergent

Figure 6: Share of total MULO sales of dishwashing products, by leading companies, 52 weeks ending Feb. 24, 2013

The consumer

Detergent usage incidence slips slightly as dishwashing liquid frequency of use ticks up

Figure 7: Household usage of dishwashing products, 2008-12

Unit-dose detergents continue to gain on liquids and powders

Figure 8: Types of dishwasher detergents used, 2008-12

Shoppers rely on well-known brands, less deal driven than in some household categories

Figure 9: Dishwashing liquid shopping behaviors, February 2013

Cleaning power a cost-of-entry benefit for dishwashing liquid

Figure 10: Interest in dishwashing liquid attributes, February 2013

Performance benefits key for dishwasher detergent, others secondary

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Figure 11: Interest in dishwasher detergent attributes, February 2013

Could dishwashing responsibility be shared more equally?

Figure 12: Dishwashing behaviors—washing by hand, February 2013

Dishwashing liquid versatility presents opportunity for education and idea sharing

Figure 13: Dishwashing attitudes—washing by hand, February 2013

What we think

## Issues in the Market

How do consumers measure value in the market?

How important are sensory benefits in dishwashing liquids?

Could more consumer education benefit the dishwasher detergent segment?

What new opportunities are there for dishwashing product brands to strengthen the connection with consumers?

## Insights and Opportunities

Positively natural

Figure 14: Total MULO sales of selected eco-friendly dishwashing products, 2010-12

Beyond the sink

Sharing the experience

## Trend Applications

Trend: Objectify

Trend: Perfecting the Details

Mintel Futures: Brand Intervention

## Market Size and Forecast

Key points

Category grows on new products and refocus on home meal prep

Figure 15: Total U.S. retail sales and forecast of dishwashing products, at current prices, 2007-17

Figure 16: Total U.S. retail sales and forecast of dishwashing products, at inflation-adjusted prices, 2007-17

Fan chart forecast

Figure 17: Total U.S. retail sales and fan chart forecast of dishwashing products, at current prices, 2007-17

## Market Drivers

Household income stabilizes but remains weak

Figure 18: Median household income, in inflation-adjusted dollars, 2001-11

Dishwasher ownership slips slightly

Figure 19: Dishwasher ownership, 2008-12

Dishwasher ownership concentrated in higher-income households

Figure 20: Dishwasher ownership, by household income, Aug. 2011-Aug. 2012

Time spent on home meal prep and cleanup on the rise

Figure 21: Time spent on food preparation and cleanup, by gender, 2007-11

More money spent on food at home

Figure 22: Percentage of total food expenditures on food at home and food away from home, 2007-11

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## Segment Performance

### Key points

Both segments gain ground in shaky economy

Figure 23: Total U.S. retail sales of dishwashing products, by segment, at current prices, 2010 and 2012

## Segment – Dishwashing Liquid

### Key points

Shaky economy sets stage for segment growth

Figure 24: Total U.S. retail sales and forecast of dishwashing liquid, at current prices, 2007-17

## Segment – Dishwasher Detergent/Rinse Aid

### Key points

Segment sales appear to stall on pricing action

Value-added products poised to boost sales in coming years

Figure 25: Total U.S. retail sales and forecast of dishwasher liquid, at current prices, 2007-17

## Retail Channels

### Key points

Price- and value-driven channels capture market share

Figure 26: Total U.S. retail sales of dishwashing products, by channel, at current prices, 2010-12

## Retail Channels – Supermarkets

### Key points

Supermarkets grow category sales but lose share

Figure 27: U.S. supermarket sales of dishwashing products, at current prices, 2007-12

## Retail Channels – Drug Stores

### Key points

Drug stores post solid gain over five-year period

Figure 28: U.S. drug store sales of dishwashing products, at current prices, 2007-12

## Retail Channels – Other Channels

### Key points

Other channels gain on continued prevalence of value shopping

Figure 29: U.S. sales of dishwashing products in other channels, at current prices, 2007-12

## Retail Channels – Natural Supermarkets

### Key points

### Insights

Sales of dishwashing products in the natural channel

Figure 30: Natural supermarket sales of dishwashing products, at current prices, 2010-12\*

Figure 31: Natural supermarket sales of dishwashing products, at inflation-adjusted prices, 2010-12\*

Brands of note and innovators

Figure 32: Sales and share of dishwashing products in natural supermarkets, 2010\* and 2012\*

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## Leading Companies

### Key points

P&G fends off competition in both segments

Beyond the big three: opportunities for targeted lines

Figure 33: Total MULO sales of dishwashing products, by leading companies, rolling 52 weeks 2012 and 2013

## Brand Share – Dishwashing Liquid

### Key points

Dawn holds share on base-brand strength, scent variety

Colgate-Palmolive increases segment sales but loses share

Other competitors gain on innovation and eco-friendliness

Figure 34: Total MULO sales of dishwashing liquid, by leading companies, rolling 52 weeks 2012 and 2013

## Brand Share – Dishwasher Detergent/Rinse Aid

### Key points

Finish maintains the momentum

Cascade responds with Platinum

Multiple-benefit products and additives gain momentum

Figure 35: Total MULO sales of dishwasher detergent/rinse aid, by leading companies, rolling 52 weeks 2012 and 2013

## Innovations and Innovators

Launches maintain steady pace after rebounding from 2009 dip

Figure 36: Launches of new dishwashing products, percentages by type, 2007-12

Figure 37: Launches of new dishwashing products, percentages by name brand or private label for each type, 2007-12

Eco-friendly claims a common denominator across the category

Figure 38: Dishwashing liquid launches, top claims, 2007-12

Figure 39: Dishwasher detergent, rinse aid, and dishwasher care launches, top claims, 2007-12

Many launches, a handful of key themes

Scent variety

Skin friendliness

Cleaning power

Eco-friendly

## Marketing Strategies

### Overview

Dawn dominates dishwashing liquid marketing spending

Two-brand battle in dishwasher detergent

Figure 40: Measured media advertising spending of leading dishwashing product brands, 2010 and 2011

Dawn stresses value over lower-priced competition

Figure 41: Dawn "I Want More Suds" TV ad, 2013

Dawn Hand Renewal positions skin protection and beauty care

Figure 42: Dawn "Hand it To You" TV ad, 2013

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## Finish keeps the "revolution" going

Figure 43: Finish "Revolution" TV ad, 2013

## Cascade takes more competitive stance with Kitchen Counselor campaign

Figure 44: Cascade Complete "You didn't have to come over" TV ad, 2012

## Cascade Platinum promises to clean dishes and dishwasher

Figure 45: Cascade Platinum "You're Too Perfect" TV ad, 2013

## OxiClean cites changes in detergents in spot for dishwashing booster

Figure 46: OxiClean Dishwashing Booster "here's some good news" TV ad, 2013

## Social Media

### Key points

#### Key social media metrics

Figure 47: Key brand metrics, dishwashing brands, April 2013

### Market overview

#### Brand usage and awareness

Figure 48: Usage and awareness of selected dishwashing brands, February 2013

#### Interaction with brands

Figure 49: Interaction with selected dishwashing brands, February 2013

#### Online conversations

Figure 50: Percentage of consumer conversation by selected dishwashing brands, Jan. 16-April 15, 2013

Figure 51: Online mentions, selected dishwashing brands, by day, Jan. 16-April 15, 2013

#### Where are people talking about dishwashing brands?

Figure 52: Mentions by page type, selected dishwashing brands, Jan. 16-April 15, 2013

#### What are people talking about online?

Figure 53: Mentions by type of conversation, selected dishwashing brands, Jan. 16-April 15, 2013

Figure 54: Major areas of discussion surrounding dishwashing brands, by day, Jan. 16-April 15, 2013

Figure 55: Major areas of discussion surrounding dishwashing brands, by page type, Jan. 16-April 15, 2013

### Brand analysis

#### Dawn

Figure 56: Dawn key social media indicators, April 2013

#### Key online campaigns

#### What we think

#### Finish

Figure 57: Finish key social media indicators, April 2013

#### Key online campaigns

#### What we think

#### Cascade

Figure 58: Cascade key social media indicators, April 2013

#### Key online campaigns

#### What we think

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Palmolive

Key online campaigns

What we think

Seventh Generation

Figure 59: Seventh Generation key social media indicators, April 2013

Key online campaigns

What we think

Method

Figure 60: Method key social media indicators, April 2013

Key online campaigns

What we think

## Dishwashing Product Usage

Key points

Dishwashing liquid usage holds steady, detergent usage slips slightly

Figure 61: Household usage of dishwashing products, 2008-12

Dishwashing liquid usage frequency ticks up

Figure 62: Frequency of using dishwashing products, 2008-12

Unit-dose detergents continue to gain

Figure 63: types of dishwasher detergents used, 2008-12

Figure 64: types of dishwasher detergents used, 2008-12

## Dishwashing Frequency

Key points

Women more likely than men to report frequent dishwashing by hand

Older adults less frequent dishwasher users

Figure 65: Dishwashing frequency, by gender and age, February 2013

Higher-income households more likely to use dishwasher detergent

Figure 66: Dishwashing frequency, by household income, February 2013

Larger households wash dishes more frequently

Figure 67: Dishwashing frequency, by household size, February 2013

## Dishwashing Product Shopping Responsibility

Women more likely to be primary purchasers, but balance may be shifting

Figure 68: Dishwashing products shopping responsibility, by gender and age, February 2013

## Dishwashing Product Shopping Behaviors

Key points

Category shoppers rely on well-known brands

Deal shopping less prevalent than in some other household categories

Opportunity to focus shopping on benefits rather than price

Figure 69: Dishwashing liquid shopping behaviors, by gender and age, February 2013

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## Interest in Dishwashing Product Attributes

### Key points

- Cleaning power a cost-of-entry benefit for dishwashing liquid
- Interest in dishwashing liquids with antibacterial properties remains strong
- Sensory benefits and skincare essential themes for dishwashing liquids
- Eco-friendly gets personal

Figure 70: Interest in dishwashing liquid attributes, by gender and age, February 2013

Performance benefits key for dishwasher detergent, others secondary

Opportunity for education in stores

Figure 71: Interest in dishwasher detergent attributes, by gender and age, February 2013

## Dishwashing Behaviors

### Key points

- Could dishwashing responsibility be shared more equally?
- Time-pressed young adults likely to let dishes sit unwashed in the sink

Figure 72: Dishwashing behaviors—washing by hand, by gender and age, February 2013

More than half of dishwasher users rinse dishes well first

Figure 73: Dishwashing behaviors – using a dishwasher, by gender and age, February 2013

## Dishwashing Attitudes

### Key points

- Sanitizing dishes an opportunity for liquids and detergents
- Older adults appreciate versatility of dishwashing liquid
- Lower-income consumers more engaged in dishwashing experience
- Opportunity to educate dishwasher users on energy efficiency, other issues

Figure 74: Dishwashing attitudes, by gender and age, February 2013

Figure 75: Dishwashing attitudes—washing by hand, by gender and age, February 2013

Figure 76: Dishwashing attitudes—washing by hand, by household income, February 2013

Figure 77: Dishwashing attitudes—using a dishwasher, by gender and age, February 2013

## Impact of Race and Hispanic Origin

### Key points

- Hispanic, Asian, black households wash dishes by hand more frequently
- Shoppers in all groups tend to opt for well-known brands
- Black and Hispanic consumers especially interested in antibacterial products
- Blacks' and Hispanics' detergent preferences consistent with liquids
- Black consumers likely to appreciate the versatility of dishwashing liquids

Figure 78: Dishwashing frequency, by race/Hispanic origin, February 2013

Figure 79: Dishwashing liquid shopping behaviors, by race/Hispanic origin, February 2013

Figure 80: Dishwashing liquid attribute importance, by race/Hispanic origin, February 2013

Figure 81: Dishwasher detergent attribute importance, by race/Hispanic origin, February 2013

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Figure 82: Dishwashing attitudes—washing by hand, by race/Hispanic origin, February 2013

## Household Care Segmentation

Figure 83: Household care segments, February 2013

Super Cleaners

Demographics

Household care characteristics

Dishwashing products category characteristics

Opportunity

Disengageds

Demographics

Household care characteristics

Dishwashing products category characteristics

Opportunity

Easy Greens

Demographics

Home care characteristics

Dishwashing product category characteristics

Opportunity

Cluster characteristic tables

Figure 84: General home care attitudes, any agree, by household care segments, February 2013

Figure 85: General home care attitudes, strongly agree, by household care segments, February 2013

Figure 86: Dishwashing products shopping responsibility, by household care segments, February 2013

Figure 87: Dishwashing frequency, by household care segments, February 2013

Figure 88: Dishwashing liquid shopping behaviors, by household care segments, February 2013

Figure 89: Dishwasher detergent shopping behaviors, by household care segments, February 2013

Figure 90: Dishwashing behaviors—washing by hand, by household care segments, February 2013

Figure 91: Dishwashing behaviors—using a dishwasher, by household care segments, February 2013

Figure 92: Dishwashing liquid attribute importance, by household care segments, February 2013

Figure 93: Dishwasher detergent attribute importance, by household care segments, February 2013

Figure 94: Dishwashing attitudes, by household care segments, February 2013

Figure 95: Dishwashing attitudes—washing by hand, by household care segments, February 2013

Figure 96: Dishwashing attitudes—using a dishwasher, by household care segments, February 2013

Cluster demographic tables

Figure 97: Household care segments, by demographics, February 2013

Cluster methodology

## IRI /Builders—Key Household Purchase Measures

Overview of dishwashing products

Dishwashing liquid

Consumer insights on key purchase measures—dishwashing liquid

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## Brand map

Figure 98: Brand map, selected brands of dishwashing liquid, by household penetration, 2012\*

## Brand leader characteristics

## Key purchase measures

Figure 99: Key purchase measures for the top brands of dishwashing liquid, by household penetration, 2012\*

## Dishwasher detergent/additive

## Consumer insights on key purchase measures—dishwasher detergent/additive

## Brand map

Figure 100: Brand map, selected brands of dishwasher detergent/additive buying rate, by household penetration, 2012\*

## Brand leader characteristics

## Key purchase measures

Figure 101: Key purchase measures for the top brands of dishwasher detergent/additive, by household penetration, 2012\*

## Custom Consumer Groups

### Gender and presence of children younger than 18

#### Presence of kids increases the frequency of dishwashing

Figure 102: Dishwashing frequency, by gender and presence of children in household, February 2013

#### Households with kids not much more likely to share dishwashing duty

Figure 103: Dishwashing behaviors—washing by hand, by gender and presence of children in household, February 2013

#### Small differences in attribute importance between parents and nonparents

Figure 104: Dishwashing liquid attribute importance, by gender and presence of children in household, February 2013

#### Opportunity to educate parents on versatility of dishwashing liquid

Figure 105: Dishwashing attitudes—washing by hand, by gender and presence of children in household, February 2013

## Appendix – Other Useful Consumer Tables

### Dishwashing product shopping behaviors

Figure 106: Dishwashing liquid shopping behaviors, by household income, February 2013

Figure 107: Dishwashing liquid shopping behaviors, by household size, February 2013

Figure 108: Dishwasher detergent shopping behaviors, by gender and age, February 2013

Figure 109: Dishwasher detergent shopping behaviors, by household income, February 2013

### Interest in dishwashing product attributes

Figure 110: Interest in dishwashing liquid attributes, by household income, February 2013

Figure 111: Interest in dishwasher detergent attributes, by household income, February 2013

Figure 112: Interest in dishwasher detergent attributes, by household size, February 2013

### Dishwashing behaviors

Figure 113: Dishwashing behaviors—washing by hand, by household income, February 2013

Figure 114: Dishwashing behaviors—washing by hand, by household size, February 2013

Figure 115: Dishwashing behaviors—using a dishwasher, by household income, February 2013

Figure 116: Dishwashing behaviors—using a dishwasher, by household size, February 2013

### Dishwashing attitudes

Figure 117: Dishwashing attitudes, by household income, February 2013

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Figure 118: Dishwashing attitudes, by household size, February 2013

Figure 119: Dishwashing attitudes—washing by hand, by household size, February 2013

Figure 120: Dishwashing attitudes—using a dishwasher, by household income, February 2013

Figure 121: Dishwashing attitudes—using a dishwasher, by household size, February 2013

### Appendix – Social Media

#### Brand usage or awareness

Figure 122: Brand usage or awareness, February 2013

Figure 123: Dawn usage or awareness, by demographics, February 2013

Figure 124: Cascade usage or awareness, by demographics, February 2013

Figure 125: Palmolive usage or awareness, by demographics, February 2013

Figure 126: Finish usage or awareness, by demographics, February 2013

Figure 127: Seventh generation usage or awareness, by demographics, February 2013

Figure 128: Method usage or awareness, by demographics, February 2013

#### Activities done

Figure 129: Activities done, February 2013

Figure 130: Dawn—activities done, by demographics, February 2013

Figure 131: Cascade—activities done, by demographics, February 2013

Figure 132: Palmolive—activities done, by demographics, February 2013

Figure 133: Finish—activities done, by demographics, February 2013

Figure 134: Seventh generation —activities done, by demographics, February 2013

#### Online conversations

Figure 135: Percentage of consumer conversation by selected dishwashing brands, Jan. 16-April 15, 2013

Figure 136: Online mentions, selected dishwashing brands, by day, Jan. 16-April 15, 2013

Figure 137: Mentions by page type, selected dishwashing brands, Jan. 16-April 15, 2013

Figure 138: Mentions by type of conversation, selected dishwashing brands, Jan. 16-April 15, 2013

Figure 139: Major areas of discussion surrounding dishwashing brands, by day, Jan. 16-April 15, 2013

Figure 140: Major areas of discussion surrounding dishwashing brands, by page type, Jan. 16-April 15, 2013

### Appendix – Trade Associations

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