

Dishwashing Products - UK - May 2015

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"In hand dishwashing, the development of more powerful washing-up liquids that remove the need for excessive scrubbing or the soaking of dishes and pans can help to add value to the market
In machine dishwashing, an emphasis on protection and prevention can help build sales."
Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Using NPD and marketing to add value to the hand dishwashing market
- Moving into new areas to boost volume sales of washing-up liquid
- Opportunities for increasing sales of machine dishwashing products
- Concerns about chemicals and environmental factors

Sales of dishwashing products were worth £495 million in 2014, virtually unchanged from 2013, with the machine dishwashing sector providing a boost to spending through higher average transaction values, in contrast to falling sales of hand-dishwashing products that were hit by falling volumes and price competition between retailers.

Growth in value sales of hand-dishwashing products will come through increases in household numbers and the development of added-value products to cater for the key factors important to buyers of washing-up liquid. By contrast, brands in dishwasher products have an opportunity to add value not only through new product formulations and additives, but also through attracting new dishwasher users.

This report examines the UK market for dishwashing products, including washing-up liquids, dishwasher detergents and additives, looking at consumer purchasing, factors influencing choice, interest in product features and benefits, and behaviour and attitudes most likely to influence product development and marketing going forward.

Definitions

Hand-dishwashing detergents

- products formulated for dishwashing by hand, including regular and antibacterial variants
- pre-wash, spray-on products such as Fairy Power Spray.
- products exclusively formulated for use in automatic dishwashers, including tablets/combination products, powders and liquids
- ancillaries or dishwasher additives including salt, rinse aids and dishwasher cleaners, fresheners and protection products.
- dishcloths, sponges, scouring products, washing-up tools and rubber gloves, which are covered in Mintel's Household Cleaning Equipment – UK, September 2014 report.

Dishwasher detergents

- products exclusively formulated for use in automatic dishwashers, including tablets/combination products, powders and liquids
- ancillaries or dishwasher additives including salt, rinse aids and dishwasher cleaners, fresheners and protection products.

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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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Excluded

- dishcloths, sponges, scouring products, washing-up tools and rubber gloves, which are covered in Mintel's Household Cleaning Equipment – UK, September 2014 report.

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