

Dishwashing Products - US - May 2017

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"The dishwashing category is mature, with just a few companies dominating the market. Although leading brands and convenient formats have led sales growth, consumers are price driven in their purchases. Robust cleaning, especially removing food residue and cutting grease, is crucial for entering the category, but consumers also view natural dishwashing products positively."

- Stephen Brown, Household Analyst

This report looks at the following areas:

- Sales struggle to keep up with inflation
- Sales for value brands decline
- Gradual decline in homeownership may delay dishwasher purchases

For the purposes of this Report, Mintel defines dishwashing products as follows:

- Dishwashing liquid for hand-washing dishes
- Detergent for automatic dishwashers, including tablet/capsule, liquid/gel, and powder
- Rinse aids for automatic dishwashers
- Dishwasher cleaner
- Detergent booster

This Report excludes towels, scrubbers, and other tools used for cleaning.

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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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Table of Contents

Overview

What you need to know
Definition

Executive Summary

The issues
Sales struggle to keep up with inflation
Figure 1: Total US sales and fan chart forecast of dishwashing products, at current prices, 2011-21
Sales for value brands decline
Figure 2: Leading purchase influencers for dishwashing products, February 2017
Gradual decline in homeownership may delay dishwasher purchases
Figure 3: National homeownership rate, 2011-17
The opportunities
Convenient formats garner higher spending
Figure 4: Dishwashing detergents purchased, by format, February 2017
Natural dishwashing products hold potential for growth
Figure 5: Select attitudes toward natural dishwashing products, February 2017
Importance of brand creates potential for expansion
Figure 6: Select purchase influencers for dishwashing products, February 2017
What it means

The Market – What You Need to Know

Marginal growth in mature dishwashing category
Flat category sales lead to similar outcomes in segments
Trends in personal care and cooking may inspire change in dishwashing
Dishwasher purchase and new home construction may drive future sales

Market Size and Forecast

Mature dishwashing category at pace with inflation
Figure 7: Total US sales and fan chart forecast of dishwashing products, at current prices, 2011-21
Figure 8: Total US retail sales and forecast of dishwashing products, at current prices, 2011-21

Market Breakdown

Modest sales growth between segments
Figure 9: Total US retail sales of dishwashing products, by segment, at current prices, 2014 and 2016
Figure 10: Total US retail sales of dishwashing products, by segment, at current prices, 2011-16

Market Perspective

Trends in personal care inspire ingredient transparency in household
Figure 11: Awareness of ingredients in soap, bath, and shower products, November 2015

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Grocery pricing and cooking enthusiasm drive need for dishwashing
Figure 12: Grocery categories purchased online*, August 2016

Market Factors

Dishwasher purchase drives demand for detergent
Figure 13: Recent dishwasher purchase, by household, 2013-16

New home construction sets stage for dishwasher purchase
Figure 14: New residential home construction, 2010-16

Gradual decline in homeownership dampens sales outlook
Figure 15: National homeownership rate, 2011-17

Key Players – What You Need to Know

Leading companies maintain stronghold in category
Convenient formats like all-in-one tablets capture high-margin spend
Natural brands of dishwashing liquid make consistent gains
Value brands lose favor
Future dishwashers eliminate need for add-ons

Manufacturer Sales of Dishwashing Products

P&G leads category sales as rivals trail behind
Sales of dishwashing products by company
Figure 16: MULO sales of dishwashing products, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Convenient formats and name brands drive growth
Figure 17: MULO sales of dishwasher detergent/additives, by leading companies and brands, rolling 52 weeks 2016 and 2017
Natural brands of liquid dish soap gain
Figure 18: MULO sales of select natural dishwashing brands, rolling 52 weeks 2016 and 2017

What's Struggling?

Colgate struggles to keep pace with P&G in dishwashing liquid
Figure 19: MULO sales of dishwashing liquid, by Colgate Palmolive brands, rolling 52 weeks 2016 and 2017
Private label loses share as consumers buy name brands
Figure 20: MULO sales of private label dishwashing products, rolling 52 weeks 2016 and 2017
Powder continues its decline
Figure 21: Dishwasher detergent usage, by format, 2011-16

What's Next?

Future dishwashers may reduce need for rinse aids
Figure 22: LG Dishwashers with TrueSteam, July 2016
Personal care may stir innovation in dishwashing

The Consumer – What You Need to Know

Tablets overtake liquid and powder detergents

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Price and convenience determine where consumers shop
 Robustness leads purchase influencers
 Color impacts perceptions of dish liquid
 Dishwasher maintenance is a low priority for detergent purchasers
 Positive attitudes toward natural brands outweigh negative

Dishwashing Products Purchased

Dishwashing liquid leads in recent purchase
 Figure 23: Dishwashing products purchased, February 2017

Tablets overtake liquid/gel as leading detergent format
 Figure 24: Dishwasher detergent usage, by format, 2011-16

Home ownership drives purchase of all dishwashing products
 Figure 25: Any dishwashing products (net) and dishwashing detergent purchased, by primary residence, February 2017

Age and experience determine format
 Figure 26: Dishwashing products purchased, by age, February 2017

Hispanics align with most consumers in purchases
 Figure 27: Dishwashing products purchased, by Hispanic origin, February 2017

Retailers Shopped

Walmart and supermarkets lead among retailers shopped
 Figure 28: Total US retail sales of dishwashing products, by channel, at current prices, 2014 and 2016
 Figure 29: Walmart grocery email advertisement, December 2016
 Figure 30: Retailers where consumers buy dishwashing products, February 2017

Homeowners seek convenient retailers and wholesale prices
 Figure 31: Select retailers where consumers buy dishwashing products – Most shopped, by primary residence, February 2017

Lifestage needs coincide with retailers shopped
 Figure 32: Select retailers where consumers buy dishwashing products – Most shopped, by age, February 2017

Hispanics rely on same retailers as most shoppers
 Figure 33: Walmart, supermarket, and club where consumers buy dishwashing products – Most shopped, by Hispanic origin, February 2017

Purchase Influencers

Robustness leads influencers in highly functional category
 Figure 34: TURF Analysis – Purchase influencers, February 2017
 Figure 35: Table – TURF Analysis – Purchase influencers, February 2017

Methodology

Primary influencers grow more important with age
 Figure 36: Primary purchase influencers, by age, February 2017

Category newcomers have broader scope of influencers
 Figure 37: Secondary purchase influencers, by age, February 2017

Hispanics balance robust cleaning and ingredient safety
 Figure 38: Select purchase influencers, by Hispanic origin, February 2017

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Color Perceptions

Liquid purchasers associate colors with key attributes

Figure 39: Correspondence Analysis – Dishwashing products – Color perceptions, February 2017

Figure 40: Dishwashing Products – Color perceptions, February 2017

Methodology

Color perceptions differ by lifestyle

Figure 41: Select color perceptions of blue, clear, and green dishwashing liquids, by age, February 2017

Orange as the pleasant smelling, affordable option for young adults

Figure 42: Select color perceptions of orange dishwashing liquids, by age, February 2017

Hispanics align with young adults in color perceptions

Figure 43: Select color perceptions of dishwashing liquids, by Hispanic origin, February 2017

Attitudes toward Dishwasher Maintenance

Fragmented approaches indicate dishwasher maintenance is low priority

Figure 44: Dishwashing behaviors, February 2017

Newness to category drives maintenance

Figure 45: Select dishwashing behaviors, by age, February 2017

Young adults take eco-friendly steps to maintain dishwasher

Figure 46: Natural dishwashing behaviors, by age, February 2017

Hispanics more involved than most in maintenance

Figure 47: Select dishwashing behaviors, by Hispanic origin, February 2017

Attitudes toward Natural Dishwashing Products

Positive impressions about natural products outweigh expense

Figure 48: Select attitudes toward natural dishwashing products, February 2017

Core buyers for naturals develop at early lifestyle

Figure 49: Select attitudes toward benefits of natural dishwashing products, by age, February 2017

Figure 50: Select attitudes toward purchasing natural dishwashing products, by age, February 2017

Renters hold positive impression over naturals

Figure 51: Select attitudes toward natural dishwashing products, by primary residence, February 2017

Hispanics view natural products as safe, gentle

Figure 52: Select attitudes toward natural dishwashing products, by Hispanic origin, February 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

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Terms

Appendix – The Market

Figure 53: Total US retail sales and forecast of dishwashing products, at inflation-adjusted prices, 2011-21

Figure 54: Total US retail sales and forecast of dishwashing products, by segment, at current prices, 2011-21

Figure 55: Total US retail sales of dishwashing products, by segment, at current prices, 2014 and 2016

Figure 56: Total US retail sales of dishwashing products, by channel, at current prices, 2011-16

Figure 57: Total US retail sales of dishwashing products, by channel, at current prices, 2014 and 2016

Figure 58: Total base samples for dishwasher purchasers, Fall 2011-Fall 2016

Appendix – Key Players

Figure 59: MULO sales of dishwashing liquid, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 60: Total base samples for detergent users, Fall 2011-Fall 2016

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