

## Dishwashing Products - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- Environmental focus needed in the dishwashing category
- Opportunities for brand extensions in the hand dishwashing category
- Advice on maximising dishwasher performance can benefit both brands and consumers

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Opportunities for brand extensions in the hand dishwashing category

The facts

The implications

Advice on maximising dishwasher performance can benefit both brands and consumers

The facts

The implications

## The Market – What You Need to Know

Price competition with flat volumes projected for 2018-23

Machine dishwashing products dominate value sales

Grocers dominate sales of dishwashing products

Dishwasher ownership rises

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- Climate change is a concern for many people

## Companies and Brands – What You Need to Know

- Procter & Gamble and Reckitt Benckiser continue to dominate sales
- Hand dishwashing products retain their lead on launch activity in 2018
- Advertising spend falls in 2018
- Fairy is the most widely seen as high quality, efficient and effective

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## The Consumer – What You Need to Know

- Usage of washing-up liquid is near universal
- All-in-one tablets/capsules are the most widely used dishwasher product
- Consumers' washing up habits give opportunities for brand extensions
- Majority of dishwasher owners wait until the machine is full before using
- Four in 10 users have reduced their water usage

## Usage and Purchasing of Dishwashing Products

- Usage of washing-up liquid is near universal  
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- All-in-one tablets/capsules are the most widely used dishwasher product  
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- Nine in 10 use the most economical setting at least occasionally
- Need to highlight eco programs' water saving function more strongly
- Makers of dishwasher products could also encourage use of eco programs

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- More than four in 10 users have limited their water use  
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- Need for marketing messages promoting saving water as both a financially savvy and an ethical option
- Give people a better idea of how much water is really needed for washing up
- Manufacturers could use the water reduction trend to boost dishwasher ownership
- 14% have reduced their usage of washing up/dishwasher products
- Few people use products with eco-friendly formulas

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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Consumer research methodology

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