

Laundry Accessories - UK - April 2010

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What is this report about?

Although Mintel has previously reported on the UK clothes washing products market as well as laundry appliances, this is the first time that the UK market for laundry accessories has been examined. Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own. Household size also influences the amount of washing that people have and how they choose to dry it.

What have we found out?

- Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own.
- The purchase of laundry accessories, such as washing lines and ironing boards, tends to be planned, most notably for larger items where people like to be able to reserve their products online and shop in a store where there is parking close by.
- Although outdoor washing lines are responding to innovation in washing machines with larger drums with extra line for the larger wash loads, indoor clothes horses have not kept pace.
- #any consumers feel a degree of guilt when running the washing machine for a half-load or using the tumble dryer unnecessarily, providing companies operating in the market with green opportunities for new product development and social initiatives.
- As functional items, laundry accessories generate little excitement and are generally only purchased when the old one has broken or worn out.
- As products that are usually stored out of sight, style and design is unimportant. Half of adults (an estimated 19 million adults) prefer plain and unfussy styles and designs.

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