

## Fabric Care - UK - August 2011

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"A number of different initiatives would help to drive higher usage of fabric care products, including better demonstrating product benefits compared with just using detergents, directing consumers towards advice on the best products for removing specific stains, and emphasising the financial and emotional benefits of making clothing last longer."

– Richard Caines, Senior Household Care Analyst

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

- Is there room to increase usage of fabric care products?
- How much can brands target the removal of specific stains?
- Do consumers want the same product features as for detergents?
- How much do added benefits appeal for stain removers?
- Do consumers need more advice on getting rid of stains?
- How can fabric care products be marketed as saving money?

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