

Dishwashing Detergents - UK - April 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

The dishwashing detergents market grew by 21% between 2005 and 2010, benefiting from strong innovation and marketing support, particularly by the leading two brands of Fairy (Procter & Gamble) and Finish (Reckitt Benckiser). Growth in sales showed a slowdown in 2010, but the essential nature of purchasing means the market is assured of at least steady sales, unlike some other household sectors.

What have we found out?

- Penetration of dishwashers in the UK is still low in terms of comparison with other European countries, with 77% of adults owning a dishwasher in Germany and 52% in France compared with 42% in Britain.
- The biggest criticism of dishwashers relates to washing up pans, with 57% of dishwasher users thinking pans wash up better by hand. This suggests a need for brands to demonstrate better product performance in this area in order to improve satisfaction among existing users and convince more non-users that dishwashers can meet all their washing-up requirements.
- Manufacturers of dishwashing detergents appear to be attaching more importance to environmental issues than consumers. Few people pay attention to product ingredients when shopping for washing-up liquid (6%) or dishwasher detergent (7%), but the running costs of dishwashers are a concern (42%), so green initiatives need to focus on saving shoppers money.
- The leading two brands of Fairy (Procter & Gamble) and Finish (Reckitt Benckiser) stand out strongly in terms of trust and differentiation. Through a constant stream of innovation and heavy marketing they also have personality and such positive associations give these brands plenty of mileage for further increasing sales, including leveraging brand loyalty in new areas.
- The influence of special offers is greater for dishwasher detergents than washing-up liquids. Some 51% of purchasers of dishwasher detergent will stock up when a leading brand is on special offer compared with 41% for washing-up liquids. During the incomes squeeze promotions will be crucial to driving the trial of new product launches.
- The boundaries between household and personal care are blurring. In terms of product benefits other than cleaning performance, one in four adults like to try washing-up liquids in different fragrances (13 million), while one in five (11 million) buy anti-bacterial washing-up liquids and one in seven (7 million) use washing-up liquid that is kinder to the hands.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100