

Household Hard Surface Cleaning and Care Products - UK - December 2011

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"Although well-known brands dominate the market, shoppers are particularly price-conscious when buying hard surface cleaners and are reluctant to pay more than they need to for a particular brand or for environmentally friendly products. Special offers will remain one of the biggest factors determining choice during the continuing incomes squeeze, so brands need to look at more creative ways of encouraging repeat purchasing of particular products."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What factors will most influence future sales of hard surface cleaners?
- How is market growth being affected by the squeeze on incomes?
- Which areas of NPD are most likely to influence product choice?
- How important are green and ethical issues to shoppers?
- Are promotions impacting on market growth and brand loyalty?

Definition

This report examines the following markets:

- multipurpose cleaners, including antibacterial cleaners
- kitchen cleaners
- floor cleaners
- bathroom cleaners
- shower cleaners.

These products come in a number of formats, including liquids, sprays, creams, mousses, foams and disposable wipes.

The report excludes polishes and specialist cleaners, which are covered in Household Polishes and Specialist Cleaners – UK, May 2011, and bleach and disinfectants, which are covered by Bleaches and Disinfectants – UK, March 2011.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel's Household Goods deflator.

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