

Household Polishes and Specialist Cleaners - UK - May 2011

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What is this report about?

With household budgets being squeezed during 2011 and less money available for discretionary spending on big-ticket items, making existing possessions last longer through cleaning and polishing using specialist products is likely to have increased appeal.

What have we found out?

- With a proliferation of gadgets in the home and the amount of different technology products people own still expanding, gadget care could be an area of growth in specialist cleaners. Three in ten adults would consider using a specialist cleaner/polish for their gadgets.
- The leading brands in the furniture polishes market have strong associations with quality and performance, suggesting they might expand into other markets such as shoe or window care. Over half of users of furniture polish think it is worth paying a bit more for a leading brand.
- Furniture polish wipes could be marketed more on their use for 'spruce ups' in between weekly cleans, thus encouraging the purchasing of more than one product format. Some 56% of users of furniture polish dust and polish some things more than others.
- Multi-buy offers that include a selection of different specialist cleaning products might be used to encourage more people to opt for specialist products over multi-purpose cleaners. Some 55% of users of furniture polish currently wait for the leading brands to be on special offer.
- An opportunity exists for launching more different scents in furniture polishes and marketing the benefits of products for freshening up rooms. Some four in ten people prefer the smell of furniture polish to air fresheners, suggesting brands might even expand into the air care market.
- More cleaning of carpets and upholstery might be encouraged through highlighting how such items might look or smell unpleasant to visiting guests, particularly in households with pets. A quarter of people clean carpets with carpet shampoo/cleaners and a quarter use carpet/upholstery fresheners.

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