

# Laundry Detergents and Fabric Conditioners - UK - June 2011

Report Price: £1500 / \$2310 / €1793



## What is this report about?

The laundry detergents and fabric conditioners market saw sales increase by just 2% during 2010, with the strongest growth coming from fabric conditioners where an ever increasing range of more exotic fragrances helped to boost sales.

In detergents it is concentrated liquids and gels that have been responsible for most of the growth, as more compact product formats have increased market share.

## What have we found out?

- Fragrances in laundry products could focus on scents of varying intensity or a menu of fragrances with samples, including options that might appeal more to men. Half of buyers think scent/fragrance is important when choosing laundry detergents and seven in ten when selecting fabric conditioners.
- Being environmentally friendly tops claims made of new products, but shoppers are more reluctant to pay more for 'green' products than before the recession. Green and ethical issues do still have resonance with consumers, but products need to prove themselves on performance (and price).
- Familiarity and trust are important factors in the laundry products market and shoppers show a reluctance to try unfamiliar brands that might not deliver in terms of performance. In 2010 own-brand sales declined by 5% in laundry detergents and 8% in fabric conditioners.
- New product launches and energy-saving initiatives are helping to change people's washing patterns. Products such as Ariel Excel Gel promote effective cleaning at low temperatures, and four in ten adults are doing more washing at low temperatures than they used to.
- Clothes washing patterns show six in ten adults wash whites and colours separately. Unilever has recently launched a colour care range of conditioners. Some 45% of users of fabric conditioners show interest in a formula for whitening whites and 44% a formula for brightening colours.
- Some 9% of adults (4.7 million) suffer from eczema and 11% (5.7 million) from other skin complaints, so brands could offer more advice to those with sensitive skin. Some 39% of buyers of detergents and 47% of buyers of fabric conditioners think formulas for sensitive skin are important.

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