

# Household Polish and Specialist Cleaners - UK - May 2012

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“Owning a number of brands within household cleaning offers benefits when it comes to new product development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen) offers an opportunity for encouraging more consumers to buy a wider repertoire of products from a particular manufacturer.”

– Richard Caines, Senior Household Care Analyst

## In this report we answer the key questions:

- Which segments have potential for increasing product usage?
- What factors are most likely to drive growth in furniture polish sales?
- How can marketing encourage greater usage of specialist products?
- In what ways can manufacturers benefit from a repertoire of brands?

This report examines the following markets:

Household polishes:

- furniture polishes, including aerosol format and polishing cloths/wipes
- floor polishes
- metal polishes
- shoe polishes.

Specialist cleaning products:

- window cleaners
- oven cleaners (including specialist hob cleaners)
- carpet and upholstery cleaners
- limescale removers, including household appliance care
- drain care (products for unblocking sinks and drains, drain cleaners and fresheners)
- other specialist cleaning products, including mould and mildew removers and wood washes.

The report excludes all-purpose and kitchen cleaners, bathroom and shower cleaners, floor cleaners, toilet care products, bleaches and disinfectants, which are all covered by other Mintel reports.

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