

## Fabric Care - UK - August 2012

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"With a decline in sales seen over the last year, fabric care brands need to look at a variety of different angles for creatively promoting usage of their products. A variety of themes could be used to prove the effectiveness of products, including getting rid of stains from and freshening clothing and footwear used in different working or leisure environments, including items used when playing sports."

– Richard Caines, Senior Household Care Analyst

### In this report we answer the key questions:

- How can manufacturers grow the size of the fabric care market?
- What themes could be used in marketing to help maximise sales?
- How big an issue is the environment in the market?
- In what ways can more information and advice help the market?

Following the boost given to the fabric care market by the entry of the Ariel brand into stain removers in 2010, sales have fallen back to an estimated £126 million in 2012. Being mostly ancillary items for doing the laundry, the market is vulnerable to consumers cutting back on the number of different laundry products they are buying when household budgets are tight.

Despite this decline in sales, distress purchasing continues to drive sales of stain removers for tough stains and consumers are keen to make their clothes look good for longer.

The report examines the retail market for the following products:

- Stain removers that remove stains and include both pre-wash and in-wash products in powder, liquid, gel, tablet and spray format (eg Vanish).
- Whiteners and colour care products used with laundry detergents for helping to maintain the brightness of colours and whiteness of whites without bleaching. This includes colour run preventers and colour run removers.
- Fabric fresheners intended to refresh and revive clothes between washes and clothing that has been in storage, including fabric freshener sprays and fragranced sachets (eg Febreze). This also includes products for freshening upholstery.
- Ironing aids that include products for ironing such as fragranced ironing waters and starch liquids or sprays.

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