

The Laundry Consumer - UK - November 2012

Report Price: £1750 / \$2834 / €2204

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“Laundry patterns continue to evolve in response to product developments in both appliances and detergents, with a move towards more washing on low temperatures and quicker cycles one of the biggest trends over the last few years. New product marketing will continue to focus on changing the wash patterns of the core laundry consumer (ie mothers), while also attempting to engage more with those who are less interested, including men and younger people.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What value is there in laundry brands targeting men?
- Can focusing on consumer satisfaction help increase laundry sales?
- How are changing washing patterns transforming the market?
- Do mixed or small wash loads represent a market opportunity?
- What can laundry brands do to improve drying and ironing?

With an estimated 85 million wash loads run in the UK every week, the equivalent of the washing machine being run 166 times per household per year, doing the laundry represents one of the biggest household chores. Such activity generates substantial demand for laundry products, with the combined market for detergents, fabric conditioners and other fabric care products worth £1.5 billion in 2012.

This represents average spending per household of £57 per year, but a big variation exists between households of different sizes. Larger households are the key target market for laundry brands, with the main responsibility for doing the laundry still resting with mothers.

Continuing to focus on this core group is likely to remain central to the marketing of new laundry products. Using modern methods of communication such as social media, more brands are likely to be exploring the emotional connection of 16-34-year-olds with their clothes and linens.

This report looks at who takes responsibility for the main laundry tasks, how often people do the laundry and how they go about completing these tasks, including the following:

- washing laundry in the washing machine or washer/dryer
- drying the laundry outside, inside or using a tumble dryer
- ironing the laundry.

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