

Social Media: Household Care - UK - May 2012

Report Price: £1750 / \$2758 / €2087

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The household care market is one where the products are pushed to the back of the cupboard until they need to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest opportunity to engage people as they search the internet for solutions to cleaning problems and provide feedback on the brands that got the job done with minimal effort.”

– **Alexandra Richmond, Senior Consumer and Lifestyles Analyst**

In this report we answer the key questions:

- Which users are most engaged?
- What is the role of social media in brand engagement?
- Why do people engage with household care brands via social media?
- How can unglamorous brands add ‘shine’ to their communications?
- What do consumers do when considering buying household care brands?
- Who is dominating online conversation among household brands?
- What are the levels of engagement for household care brands?
- Why do people engage with household care brands?

Mintel’s Social Media Intelligence report on household care listens to and analyses online conversations, interpreting and providing insight on the ways in which people are talking about the household care market and household care brands online.

We look at how the internet is used to share thoughts and opinions on household care brands as well as to find solutions to household problems or to discuss products in the market. This report also tracks the engagement between consumers and household care products and brands and their reasons for doing so.

The report also examines the role of wider trends such as the decline of traditional domestic skills, a desire to be treated like a VIP and hectic lifestyles influence the types of household care brands and topics that people are talking about and why.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100