

Bleaches and Disinfectants - UK - March 2013

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"The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is heavily focused on toilet cleaning."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How much are bleach sales at risk from declining usage?
- Which product benefits should bleach brands be promoting?
- What are the biggest barriers to wider usage of bleach?
- Can longer-lasting results drive growth for disinfectant brands?
- How can attitudes towards germs influence market development?

Valued at £156 million in 2012, total sales of bleaches and disinfectants represent around 20% of the wider household cleaning market compared with 23% back in 2007. This is therefore a mature market where sales are at risk of further erosion from product substitution. The main usage of bleaches is for toilet cleaning, but here too market leader Domestos is focusing on a wider toilet care offer to grow sales.

Although products in this market have added benefits such as getting rid of unpleasant odours, freshening and whitening, the core focus of the offer is on germ killing and maintaining high standards in home hygiene. The extension of the range of products offered by the leading brands in this market is therefore most likely to focus on getting rid of germs, including for longer, and on a broader range of surfaces.

Brands in this market are likely to gradually evolve their offer to meet the needs of younger consumers who are more used to convenience, including using cleaning sprays and wipes, and are less likely to be heavier users of traditional bleaches and disinfectants. Young people's greater fear of germs makes them a good target for a new generation of germ-killing products for use in and away from the home.

This report looks at the market for bleaches and disinfectants, including how products are used, product benefits, barriers to more extensive usage and the wider issue of people's attitudes towards exposure to germs and using products to kill them.

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