

## Dishwashing Products - UK - April 2013

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*“The big issue remains how to encourage higher penetration of dishwashers in the UK. Dispelling some of the myths about machine dishwashing, promoting the benefits and emphasising the affordability, including smaller models for smaller homes, is needed to help return this segment of the market to growth.”*

– Richard Caines, Senior Household Care Analyst

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

- What is behind the lack of growth in the machine dishwashing market?
- How do consumers look for value for money when purchasing?
- Can solutions to dishwashing problems help add value to the market?
- What factors are most important for brands in hand dishwashing?
- Are there any new themes for a marketing campaign in dishwashing?

The dishwashing products market has seen mixed fortunes over the last year, with sales of washing-up liquids showing solid growth but those of dishwasher products almost flat. The machine dishwashing sector continues to suffer from an absence of growth in the number of UK homes owning dishwashers, as well as price discounting on branded products now being considered the norm.

Innovation during 2012 was characterised mainly by range extensions and new packaging, inspired by the London Olympics and Diamond Jubilee, rather than major new product launches. However, sales of some products benefited from NPD activity in the previous year such as Fairy Platinum and the return of the Persil brand in washing-up liquids.

Nevertheless, some of the problems people experience when machine dishwashing and an economic climate that favours looking after what you already have suggests an opportunity for stronger promotion of dishwasher products with added benefits and more easily accessible guidance on getting the most out of one's dishwasher.

Encouraging wider dishwasher ownership, including through dispelling some of the misconceptions about dishwashers, is the biggest challenge for the dishwashing market, particularly with the trend towards smaller homes not favouring usage. This report looks at dishwashing patterns, buying behaviour and the attitudes most likely to influence the future shape of the dishwashing market.

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