

Household Polish and Specialist Cleaners - UK - May 2013

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"Opportunities exist for premium products that offer longer-lasting results. Making people feel that the benefits of cleaning will last for longer than a few days could actually encourage more people to buy specialist products."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can specialist products compete with multipurpose alternatives?
- How can more people be encouraged to clean carpets and sofas?
- Can home maintenance become a bigger theme for specialist products?
- What new product features are most likely to appeal?
- How can brands in polishes maximise sales potential?

The market for household polishes and specialist cleaners witnessed steady growth of just under 2.5% during 2012, taking the total value of sales to £174 million. The biggest challenge facing brands in this market if they are to drive stronger value growth over the coming years is encouraging people to use and buy these products more frequently.

Lack of time for lower-priority cleaning tasks and shoppers cutting back on products they consider less essential are significant barriers to more frequent purchasing, so cleaning brands need to give people more reasons to buy (and use) their products. This includes emphasising the merits of investing in the best cleaning products for the job, including products in small sizes for those with limited space.

This report examines usage patterns for polishes and specialist cleaners and compares them with what people are doing to help maintain their homes. It also looks at interest in new product features and the attitudes towards household cleaning most likely to determine the future shape of the market.

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