

Fabric Care - UK - July 2013

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"The majority of stain remover users use these products once a month or less, encouraging more frequent usage to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on all materials, but also promoting other added benefits will be vital."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What is needed to reverse the decline in fabric care sales?
- What factors have the biggest influence on choice of stain remover?
- How much can stain removers go beyond removing visible stains?
- Can the development of new products help drive incremental sales?
- How can interest in scent help improve the prospects for fresheners?

The market for wash treatment products, fabric fresheners and ironing enhancers has been struggling since sales peaked in 2010, with sales down to £122 million in 2012 and this downward trend continuing during the first five months of 2013. This performance is in contrast to growth seen in laundry detergents and fabric conditioners over the last 12 months.

The sector has suffered from the products within it being seen as less essential than detergents and conditioners, and most buyers only using these items infrequently. Brands offering ancillary fabric care products therefore face a challenge convincing more people to buy and use as part of their regular laundry routine to improve wash results and keep their clothes looking good for longer.

This report looks at usage of fabric care products, including how frequently they are used, factors influencing choice of stain removers, interest in fabric care product benefits and attitudes towards fabric care that are likely to shape the future prospects for the market.

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