

Laundry Detergents and Fabric Conditioners - UK - August 2013

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"The laundry market still faces many challenges such as the relatively low level of brand loyalty and the consumer reliance on periods of price promotions to stock-up on products. Utilising refillable packs and product subscription offers presents an opportunity to secure loyalty by offering consumers value for money."

– Charlotte Libby – Household and Personal Care Analyst

In this report we answer the key questions:

- Which laundry detergent product claims are the most important to consumers?
- How can brand loyalty be increased in the laundry market?
- What can fabric conditioners do to increase market share?
- How will an ageing population affect the laundry market?

The laundry detergents and fabric conditioners market performed well in 2012, posting a 5% increase in annual sales that took the total value of the market to £1.48 billion. As the UK avoids a triple dip recession, consumers have become more willing to trade up to more expensive laundry products which offer a greater range of benefits; such as stain removal and low-temperature washing.

Laundry detergents enjoy near universal penetration, however fabric conditioners are not seen as essential for all consumers, with only 63% of laundry consumers buying these products. Introducing more tailored fabric conditioner products, such as those designed for bed sheets or expensive clothing items could encourage more consumer use. Further growth for the market lies in creating products with more sophisticated claims, such as age or gender specific products.

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