

Household Hard Surface Cleaning and Care Products - UK - November 2013

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“Cautious consumer spending along with private label and promotional activity present a challenge for the market. But there are opportunities for growth if hard surface cleaning brands can evolve much stronger points of reference and meet a wider range of needs.”

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- In what ways can companies encourage more people to use a wider variety of different product formats around the home?
- How can brands balance the desire for multifunction products against interest in products that work better on specific surfaces?
- What areas of product development offer the best prospects for adding value in terms of the willingness of consumers to pay more for them?
- Which demographic groups are most important to the market and how can they best be targeted to maximise sales?
- What future opportunities are there for leveraging the continuing interest in antibacterial products?

The hard surface cleaners market tipped into a small decline in 2013 after years of steady growth between 2008 and 2012. The downturn bears witness to challenging trading conditions for companies targeting this industry, including pressure on the price of branded products as a result of an increase in promotional offers and own-brand launch activity.

This report also looks at other factors underpinning the market, such as shifting consumer behaviour, societal trends and competition between new products, as well as manufacturer and retailer efforts to harness or mitigate them. Mintel also takes a view on the future of the market and what trends offer indicators for growth.

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