

Dishwashing Products - UK - May 2014

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"As well as encouraging more people to use dishwashers, the other main way of growing the value of the market is through persuading shoppers to trade up to more premium products. In hand dishwashing the best opportunities lie in the continued development of new fragrances and products that bridge the gap between household and personal care."

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Driving increased penetration of dishwashers in UK homes
- Opportunities for brand extension in hand dishwashing
- Encouraging trading up in washing-up liquids
- Adding extra value to machine dishwashing market

Sales of dishwasher products outperformed those of washing-up liquids during 2013. The major change during the year was the entry of the Persil brand into dishwasher tablets, but own-label sales also grew strongly in machine dishwashing, although Finish and Fairy continue to dominate the market.

P&G's Fairy brand has further strengthened its lead in the hand dishwashing market, with its wide selection of washing-up liquids appealing to a range of consumer priorities, including variants focused on fragrance, cleaning power, killing germs and being friendly on sensitive skin. In machine dishwashing the big brands compete mainly on cleaning performance, but protection is also important.

This report looks at the frequency of washing up by hand or using the dishwasher, purchasing of different dishwashing products, the factors most likely to influence product choice, usage of washing-up liquid for purposes other than cleaning dishes and attitudes towards dishwashers and dishwashing.

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