

## Household Paper Products - UK - February 2014

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*“High levels of promotional activity by brands and consumer determination to get the best deal have led to a decline in value sales. Brands looking to bolster sales of household paper products should now look to address the key issues in the market, further engaging consumers over the benefits of value-added products.”*

– Jack Duckett, Household Care Analyst

### This report looks at the following areas:

- How can brands offering moist toilet tissue appeal to a wider demographic?
- In what way could brands do more to highlight their environmental and ethical stance?
- How can own-label brands regain market share?
- How can facial tissue brands reduce product substitution?

A high level of price promotions and the consumer shift towards buying bigger pack sizes have resulted in the household paper products market experiencing negative growth in 2013, declining to just under £1.76 billion from £1.8 billion in 2012.

The quality of products remains a key priority for shoppers; however, this needs to be on balance with getting the best deal. Consumers are looking for larger pack sizes that offer them a cost saving against smaller packs, whilst the rising number of discounted branded options is luring shoppers away from own-label alternatives. In order to boost interest and sales in the category, brands ideally need to create more points of differentiation from each other. For example, through pushing the environmental profile of their launches or by extending existing paper product ranges with variants offering added benefits.

This report looks at the core issues affecting the household paper products market, looking at consumer usage habits, attitudes towards buying and using products and interest in future products.

Mintel also takes a view on the future of the market and what trends offer indicators for growth.

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