

Home Laundry Products - UK - August 2014

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“More sophisticated versions of laundry capsules coming onto the market, such as Ariel 3in1 Pods and Persil Dual Action Capsules with liquid and powder detergent, are boosting this format’s share of the laundry detergents market.”

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Going beyond the removal of visible stains in product development
- Appeal of products that make doing the laundry easier
- Interest in fragrance and opportunities to add value to market
- Impact of attitudes towards doing the laundry on purchasing

The home laundry products market is characterised by strong innovation by the leading manufacturers and while value growth in detergents has been hard to achieve in 2013/14, this has not been down to a lack of new launch activity. By contrast, the leading brands in fabric conditioners have been successful at encouraging trading up to premium ranges to increase value sales and continue to capitalise on the strong interest among consumers in new and longer-lasting scents.

The smaller wash treatment segment of the market recovered some lost ground in the second half of 2013, but the biggest boost to sales here came from the creation of a new sub-category with the launch of Dettol Antibacterial Laundry Cleanser by Reckitt Benckiser. This new product generated incremental sales through focusing on the need to kill germs in wash loads run at low temperatures.

This report examines usage of different types of home laundry products, including the various formats available for laundry detergents; the factors most likely to influence shopper choice in both laundry detergents and fabric conditioners; interest in and willingness to pay more for a range of product features; and attitudes towards home laundry products and doing the laundry.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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