

## Attitudes Towards Germs - UK - March 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Continued growth in sales of germ-killing products will come from giving younger people in particular more information on hygiene and germ hotspots. Brands also have an opportunity to increase their sales by expanding their offer in categories where antibacterial claims are less common.”

– Richard Caines, Senior Household Care Analyst

### This report looks at the following areas:

- Using fear of germs to grow market for existing germ-killing products
- Adding value to germ-killing products to gain a competitive edge
- Improving hygiene behaviour to stimulate future growth
- Expanding the range of germ-killing products in undeveloped areas

The core market for germ-killing multipurpose cleaning products grew to an estimated £239 million in 2013, but the market for antibacterial household care products is much wider than this and the proportion of new launches in household care making antibacterial claims increased in 2009 to 2013. Hard surface and toilet cleaning account for the majority of claims, but research for this report shows considerable interest in antibacterial products in other categories.

The big question is whether this interest in antibacterial product variants in areas that currently have a limited focus on killing germs is strong enough to be able to be converted into regular sales and usage of products such as laundry cleansers, antibacterial kitchen roll, antibacterial cleaning cloths or scouring products and household fresheners that kill bacterial odours, etc.

This report looks at where bleaches, disinfectants and antibacterial cleaners are used in the home, which factors are most important in determining the choice between different products, interest in products with antibacterial features, and household and personal hygiene behaviour. It also looks at attitudes towards killing germs and the usage of germ-killing products, revealing a range of opinions that are important to understand when looking at future product development and hygiene campaigns.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

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