

Preparing for Guests - UK - December 2014

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

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“Entertaining guests is the biggest individual trigger of cleaning activity in the home, and household care brands have significant scope to make much more of this reason for cleaning, both in terms of advertising themes focused on home entertaining situations and promotional offers.” – Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Influence of home entertaining on sales of household care products
- Adding value through linking products to the overnight stay of guests
- Timing of campaigns for promoting deep cleaning of the home

UK householders attach a high importance to a clean and fresh-smelling home, both to make themselves feel satisfied but also to leave a positive impression on guests. As a result, guests coming over, or to stay, is one of the most important triggers for thorough, top-to-bottom, deep cleaning of the home, which also helps drive purchasing and usage of cleaning products.

This presents an opportunity for household care brands to link usage of their products to preparations for home entertaining or clearing up afterwards, especially the cleaning tasks considered the top priorities when guests are coming. In addition, companies might use this important trigger as a reason to extend their brands into new premium products or develop cross-category tie-ups.

This report looks at how often people entertain friends or family, what tasks they prioritise before guests come over or to stay, what products they might consider buying specially for guests, attitudes towards preparing for guests, preparations for outdoor entertaining, and triggers for deep cleaning of the home that might influence promotional campaigns.

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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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