

# Home Laundry Products - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While overall sales of home laundry products remain weak, opportunities exist in all segments for brands that tap into the emotional importance that consumers place on getting the job done right.”

– John Owen, Senior Household Analyst

## This report looks at the following areas:

- For laundry detergent, getting smaller could be the way to grow
- Boosting sales of fabric care in a detergent-centric market
- A growing opportunity among aging boomers

Sales of home laundry products remain weak as consumers continue to take advantage of discounts and promotions and other ways to save money. Still, ample opportunities exist in the category for marketers and retailers that offer consumers ways to simplify the laundry process and improve results.

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## DID YOU KNOW?

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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The issues

The implications

A growing opportunity among aging boomers

The issues

The implications

## Trend Application

Trend: FSTR & HYPR

Trend: Minimize Me

Trend: Many Mes

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