

Laundry Detergents and Fabric Care - UK - August 2015

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“A focus on fragrance and more premium products has helped encourage shoppers to trade up and expand their product repertoires; in-wash scent boosters and antibacterial laundry cleaners in particular have created new product categories and helped return the market to growth.”
 – Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Increasing concentration and changing formats
- Opportunities for product differentiation in fabric care
- All-in-one vs multiproduct approach to doing the laundry

Sales of laundry detergents and fabric care products are estimated to be worth £1.63 billion in 2015, with spending in 2014/15 having been boosted by strong innovation in the fabric conditioners and wash treatment segments of the market, encouraging trading up and the purchasing of ancillary products for doing the laundry.

Brands and retailers are tapping into consumer interest in fragrance and a desire for longer-lasting freshening of laundry with the launch of more premium scents and new fragrance technology, as well as encouraging additional purchases of in-wash scent boosters. At the same time, the market is seeing a move towards increased concentration in product formulations meaning smaller doses per wash load.

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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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- All-in-one vs multiproduct approach to doing the laundry
 - The facts
 - The implications

The Market – What You Need to Know

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- Laundry detergent sales flat with declining volumes
- Focus on fragrance drives fabric conditioner growth
- Strong growth in stain removers and laundry cleansers
- Population growth to boost laundry market
- Advances in laundry appliance technology could impact on market
- Increased retailer price competition

Market Size and Forecast

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- Liquids/gels used most widely but powder more often
- Most fabric care products used on an occasional basis
- Fragrance innovations can encourage trading up
- Focus on increased concentration
- Multiple benefits can offer added convenience
- Separate detergent and fabric conditioner preferred

Responsibility for Shopping for Laundry Products and Doing the Laundry

Majority of people take some responsibility for purchasing...

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Still more opportunities for fragrance development

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