

The Laundry Consumer - UK - December 2015

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“Washing and drying behaviour when doing the laundry can have a significant influence on usage of laundry detergents and fabric care products, with a number of elements of people’s laundry routines interacting together to determine what products they buy.”
– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- What brands can learn from temperatures and wash programmes used
- What wash routines mean for future sales of laundry products
- Engaging men with doing the laundry

Ownership of laundry appliances is almost universal, but how people use their washing machine can have a big influence on demand in the home laundry products market. This includes what temperatures and programmes they use for their laundry, how they sort out their dirty washing, dosing behaviour for detergents and usage of other laundry products to deliver added benefits.

The majority of people use only one or two types of home laundry product and most use no more than two different wash programmes or temperature settings. An opportunity therefore exists for brands to give consumers more advice on temperatures, programmes and products to get the best results for particular wash loads, and at the same time increase the repertoire of laundry products purchased.

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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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- Engaging men with doing the laundry
 - The facts
 - The implications

The Market – What You Need to Know

- Almost universal ownership of washing appliances
- Focusing on speed and energy efficiency
- Giving advice on using new appliance features
- Growth in household and population numbers
- New launches boost sales of fabric care products

Market Drivers

- Ownership of washing appliances almost universal

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Powder and liquid detergents most widely used products

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40 degrees wash temperature used most often

Most people stick to one or two different wash programmes

Outside drying the preferred option for drying laundry

Sauces and oils/fats the most difficult-to-remove stains

Dosing not an exact science for most people

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Opportunity to encourage more low-temperature washes

Majority of people use two different wash temperatures

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Abbreviations

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