

Dishwashing Products - US - May 2015

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

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"While dishwashing product sales have outpaced those of most other household care product categories in recent years, category growth slowed in 2014, indicating that price competition has grown more intense. Accelerating sales growth beyond this modest pace may require more compelling new product launches in both segments. Dishwashing liquid brands' efforts to expand usage beyond dishes could also help to accelerate sales gains."

This report looks at the following areas:

- Solid growth rate shows signs of softening
- Dishwashing product usage rates largely unchanged
- Dishwashing liquid product selection starts with grease-cutting power
- Prevention of problems a key theme in detergent purchase decisions

This report builds on the analysis presented in Mintel's *Dishwashing Products – US, May 2014* and reports of the same title published in May 2013, April 2012, and April 2011.

For the purposes of this report, Mintel defines dishwashing products as follows:

- dishwashing liquid for hand-washing dishes
- detergent for automatic dishwashers
- rinse aids for automatic dishwashers.

This report excludes towels, scrubbers, and other tools used for cleaning.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Solid growth rate shows signs of softening

Figure 1: Sales of dishwashing products, by segment, 2009-14

Dishwashing product usage rates largely unchanged

Figure 2: Household usage of dishwashing products, 2009-14

Dishwashing liquid product selection starts with grease-cutting power

Figure 3: Dishwashing liquid attribute importance, March 2015

Prevention of problems a key theme in detergent purchase decisions

Figure 4: Dishwasher detergent attribute importance, March 2015

The opportunities

Alternate use concept has wide potential

Figure 5: Attitudes and behaviors toward washing dishes by hand, March 2015

Helping detergent users avoid dishwasher issues

Figure 6: Attitudes and behaviors toward using the dishwasher, March 2015

Décor protection an opportunity for dishwashing detergent

Figure 7: Interest in dishwasher detergent new products and features, interested and willing to pay more for, March 2015

What it means

The Market – What You Need to Know

Solid growth rate shows signs of softening

Sales growth cools for dishwashing liquid in 2014

Dishwasher ownership slips in line with declining homeownership rate

Market Size and Forecast

Solid growth rate shows signs of softening

Figure 8: Total US sales and fan chart forecast of dishwashing products, at current prices, 2009-19

Market Breakdown

Sales growth cools for dishwashing liquid in 2014

Figure 9: Segment share of dishwashing products, 2014

Figure 10: Sales of dishwashing products, by segment, 2009-14

Market Factors

Dishwasher ownership slips in line with declining homeownership rate

Figure 11: Dishwasher ownership, 2009-14

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Higher-income households a key market for dishwasher detergent

Figure 12: Dishwasher ownership, by household income, November 2013-December 2014

Consumers spending more time on home meal prep and cleanup

Figure 13: Time spent on food preparation and cleanup, average hours per day, 2007-13

Market Perspective

Slow growth in broader household care market

Figure 14: Total US sales of select household care product categories (five-year growth rate), at current prices, 2009-14

Key Players – What You Need to Know

P&G extend lead in both segments

Premium cleaning power drives share

Dishwashing liquid brands push beyond the sink

Manufacturer Sales of Dishwashing Products

Premium products help P&G extend lead in both segments

Colgate share slips on weak Palmolive sales

Reckitt-Benckiser's Finish loses share...

...looks to glass protection to regain momentum

Manufacturer sales of dishwashing products

Figure 15: MULO sales of dishwashing products, by leading companies, rolling 52 weeks 2014 and 2015

What's Working?

Premium cleaning power drives share

Figure 16: Dawn Platinum Power Clean "Leftovers" TV spot, 2015

Figure 17: Cascade Platinum "Non-Stick" TV spot, 2015

Figure 18: MULO sales of Dawn and Cascade Platinum, 2011-15

Eco-friendly dishwashing liquid makes strong gains on small base

Figure 19: MULO sales of select eco-friendly dishwashing liquid brands, 2012-15

Fragrance variety

What's Struggling?

Finish Power and Free

What's Next?

Dishwashing liquid brands push beyond the sink

Figure 20: Dawn "Beyond the Sink: Garage" Video, 2015

Increasing efficiency and speed in dishwashers to put detergents to the test

The Consumer – What You Need to Know

Dishwashing product usage rates largely unchanged

Unit-dose tablets poised to become most commonly used detergent form

Dishwashing liquid product selection starts with grease-cutting power

Liquid shoppers also place importance on sensory benefits

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Alternate use concept has potential for both liquids and detergents
Prevention of problems a key theme in detergent purchase decisions

Dishwashing Product Usage

Dishwashing product usage rates largely unchanged
Figure 21: Household usage of dishwashing products, 2009-14

Unit-dose tablets poised to become most commonly used detergent form
Figure 22: Dishwasher detergent type used most often, 2009-14

Dishwashing Liquid Attribute Importance

Dishwashing liquid product selection starts with grease-cutting power
Interest in eliminating the soak
Shoppers also place importance on sensory benefits
Figure 23: Dishwashing liquid attribute importance, March 2015

Attitudes and Behaviors toward Washing Dishes by Hand

Alternate use concept has wide potential
Dishwashing can be a family affair
Figure 24: Attitudes and behaviors toward washing dishes by hand, March 2015

Dishwasher Detergent Attribute Importance

Prevention of problems a key theme in detergent purchase decisions
Figure 25: Dishwasher detergent attribute importance, March 2015

Attitudes and Behaviors toward Using the Dishwasher

Helping users avoid dishwasher issues
Alternate use also an opportunity for dishwasher detergent
Figure 26: Attitudes and behaviors toward using the dishwasher, March 2015

Interest in New Dishwashing Products and Features

For dishwashing liquid, performance features draw greater interest
Figure 27: Interest in dishwashing liquid new products and features, interested and willing to pay more for, March 2015
Décor protection an opportunity for dishwashing detergent
Figure 28: Interest in dishwasher detergent new products and features, interested and willing to pay more for, March 2015

Appendix – Data Sources and Abbreviations

Data sources
Sales data
Fan chart forecast
Consumer survey data
Abbreviations and terms
Abbreviations

Market

Figure 29: Total US retail sales and forecast of dishwashing products, at current prices, 2009-19

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Figure 30: Total US retail sales and forecast of dishwashing products, at inflation-adjusted prices, 2009-19

Figure 31: Total US retail sales of dishwashing products, by segment, at current prices, 2012 and 2014

Figure 32: Total US retail sales and forecast of dishwashing liquid, at current prices, 2009-19

Figure 33: Total US retail sales and forecast of dishwasher detergent/additives, at current prices, 2009-19

Figure 34: Total US retail sales of dishwashing products, by channel, at current prices, 2012 and 2014

Key Players

Figure 35: MULO sales of dishwashing liquid, by leading companies and brands, rolling 52 weeks 2014 and 2015

Figure 36: MULO sales of dishwasher detergent, by leading companies and brands, rolling 52 weeks 2014 and 2015

Consumer

Figure 37: Household usage of dishwashing products, by demographics, November 2013-December 2014

Figure 38: Dishwasher detergent brand used most often, by demographics, November 2013-December 2014

Figure 39: Dishwashing liquid brand used most often, by demographics, November 2013-December 2014

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