

## Shopping for Household Care Products - US - July 2015

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

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Long after the official end of the recession, getting the lowest price remains a key objective of household care product shoppers.

### This report looks at the following areas:

- Prices likely to guide store choice, but other factors also come into play
- Deal hunting often starts at home
- Household care shoppers gravitate to familiar brands

Consumers' interest in savings, along with retailers' and manufacturers' willingness to play into it with discounts and promotions, helps to explain why most major household care categories have experienced little or no sales growth in recent years. For category competitors looking for growth, a key challenge is to encourage consumers to think about more than just price when shopping for household care products.

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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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Household paper products  
Home laundry products  
Household surface cleaners  
Dishwashing products

## Key Players – What You Need to Know

Mass merchants lead “others” to market share gains  
Supermarkets continue to lose share  
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Prices likely to guide store choice, but other factors also come into play  
Deal hunting often starts at home  
Household care shoppers gravitate to familiar brands  
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