

Laundry Detergents - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend.”

– **Lucy Cornford, Head of UK Household Care Research**

This report looks at the following areas:

- A category in need of disruption
- Raising ethical interests
- Building a USP can translate into sales

This Report examines the retail market for the following laundry detergent products:

- Main wash laundry detergents offered to the consumer in a range of product formats, including: powders, liquids, gels, tablets and capsules/liquid tablets. This includes standard and concentrated, biological, non-biological, two-in-one and 'colour' products.
- Special wash detergents, which includes detergents for hand washing and delicate fabrics.

Clothes-washing detergents sold in laundrettes are excluded from the market size of this Report.

For information on fabric conditioners and other washing ancillaries (eg stain removers, ironing enhancers and tumble dryer sheets), please see Mintel's upcoming *Fabric Care and Washing Ancillaries* – UK, November 2016 Report.

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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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