

Laundry Detergents - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Continued reduction in household spend on laundry detergents has strengthened an association between value and low price, which brands need to address if they are to see growth return. Promoting how developments can save money in the long term, or that expand on the theme of convenience, could encourage interest and greater spend.”

– **Lucy Cornford, Category Director – Household Care**

This report looks at the following areas:

- Separating value from low price
- Leveraging on BPC trends

2017 is expected to see the laundry detergent market dip, following a steady decline as consumers continue to fixate on price.

Consumers show an interest in new innovations that add value to detergent propositions, such as anti-ageing formulas, laundry sheets and even subscription services. However, considerations over pricing are here to stay, so brands also need to promote affordability and potential household savings in order to pique interest and trial.

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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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 - The facts
 - The implications

The Market – What You Need to Know

- Market value continues to plummet

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- Skin concerns increase non-bio value
- Liquids and gels maintain dominance
- Subscription services threaten future growth
- Financial confidence wanes
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Ariel's share of sales increases
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 ...and princesses

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A need for more diverse campaigns

Liquids and gels most popular formats

One in five households wash laundry daily

Cool washing is the name of the game

A fixation on price

Beauty trends appeal to young adults

Smaller homes seek added convenience

Buying and Usage Responsibility

Brands could benefit from more diverse campaigns

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