

Fabric Care and Other Washing Ancillaries - UK - November 2017

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“Shorter-term attributes such as scent, freshness and softness tend to drive purchase of fabric conditioners, with longer-term attributes such as maintenance of colour or shape seemingly of secondary concern. Re-engaging consumers with caring for treasured clothing could be key in adding value across the whole fabric care category.”
– Richard Hopping, Senior Brand and Household Analyst

This report looks at the following areas:

- **Getting people to care about their clothes**
- **Preparing older men for the future**

This Report examines the retail market for the following fabric care products:

- Rinse conditioners used in addition to laundry detergents in order to soften, freshen and/or make drying and ironing easier, and available as standard and concentrated liquids.
- Tumble dry enhancers offered as fragrance-impregnated sheets that are designed for use in tumble dryers (eg Lenor Tumble Dryer Sheets, which were formerly Bounce).
- Stain removers that take away stains and include both pre-wash and in-wash products in powder, liquid, gel, tablet and spray format (eg Vanish).
- Whiteners and colour care products used with laundry detergents for helping to maintain the brightness of colours and whiteness of whites without bleaching.
- Ironing aids that include products for ironing such as fragranced ironing waters and starch liquids or sprays.

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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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