

Toilet and Hard Surface Care - UK - March 2018

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“The toilet and hard surface care markets are at a crossroads, with brands seeking to arrest a long-term decline in value sales. The rise of multipurpose cleaners may have actually been bad news for brands in the long run, with consumers seeing them as commoditised and interchangeable. However, eco-friendly products have shown fast growth, suggesting future increased sales.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **The rise of eco-cleaning**

The size of the toilet and hard surface care market looks to have declined for the fourth consecutive year, with value sales predicted to have fallen further in 2017. Brands in the segment may be victims of their own success in promoting multipurpose cleaners as being the most effective tool for household cleaning – consumers appear to have taken this message to heart, to the detriment of sales of specialist cleaning products.

There are further challenges on the horizon too, with the declining size of households and the development of powered cleaning products both having the potential to dent sales. The rise of eco-cleaning does represent a bright spot of growth in the segment, however, with the acquisition of Method and Ecover by SC Johnson proof that the market foresees long-term increases in the value of this sub-category.

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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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