

# Laundry Detergents, Fabric Conditioners and Fabric Care - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“In its bid to reverse rapidly falling value, laundry detergent brands have upped their focus on innovation that aims to reduce consumers’ repertoire of laundry care products.”

- Hera Crossan, Research Analyst

This report looks at the following areas:

- Laundry detergents cannibalise sales of fabric care
- Skin health and the environment present growth opportunities

The laundry detergents, fabric conditioners and fabric care market is forecast to decline for the third year running in 2018, with value sales predicted to fall another 0.4% to £1.555 billion, down from £1.561 billion in 2017. Deep discounting among the supermarkets remains the key culprit, but newer innovations in detergents also look to be cannibalising sales of fabric care products.

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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report
- Excluded

### Executive Summary

#### The market

##### Market sees third consecutive year of decline

Figure 1: Best- and worst-case forecast of UK retail value sales of laundry detergents, fabric conditioners and fabric care products, 2013-23

#### Companies and brands

##### Persil leads laundry detergents

Figure 2: Brands' value shares in laundry detergents, year to July 2018

##### Comfort grows while Lenor falls back in fabric conditioners

Figure 3: Brands' value shares in fabric conditioners, year to July 2018

##### Declining value of Vanish dents specialist product sales

Figure 4: Brands' value shares in wash treatments, year to July 2018

##### Ironing enhancers dominated by own-label

Figure 5: Brands' value shares in ironing enhancers, year to July 2018

#### The consumer

##### Gender gap remains

Figure 6: Laundry responsibilities, by gender, June 2018

##### Everyday washers favour powder

Figure 7: Frequency of doing the laundry, June 2018

##### Concentrated liquid/gel format under pressure from pods

Figure 8: Usage of laundry detergents in the last 12 months, June 2018

##### Only 54% use fabric conditioner

Figure 9: Usage of fabric conditioning and care products in the last 12 months, June 2018

##### Pre-laundry tasks are common

Figure 10: Laundry task types, June 2018

##### The trend towards hypoallergenic laundry

Figure 11: Attitudes towards laundry detergents, fabric conditioners and fabric care, June 2018

#### What we think

### Issues and Insights

- Laundry detergents cannibalise sales of fabric care
- The facts
- The implications
- Skin health and the environment present growth opportunities

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The facts

The implications

## The Market – What You Need to Know

Market sees third consecutive year of decline

Skin health plays a role

Manufacturers pushing pod format in detergents

Fabric care pressured by advances in detergents

Supermarkets grow sales with competitive pricing

Fewer families = reduced washing needs

Number of households continues to rise

Weather conditions to affect consumer behaviour

Allergies to be a key consideration

## Market Size and Forecast

Decline in value of laundry detergents stalls...

...as decline in value of fabric care gains momentum

Figure 12: UK retail value sales of laundry detergents, fabric conditioners and fabric care products, at current and constant prices, 2013-23

Decline in market may accelerate again

Figure 13: Best- and worst-case forecast of UK retail value sales of laundry detergents, fabric conditioners and fabric care products, 2013-23

Forecast methodology

## Market Segmentation

Laundry detergents

Skin health plays a role

Figure 14: UK retail value sales of laundry detergents, by formulation, years ending May 2017 and 2018

Manufacturers pushing pod format

Figure 15: UK retail value sales of laundry detergents, by product format, years ending May 2017 and 2018

Gem formats make their entrance

Fabric care

Fabric care under pressure from multifunctional detergents

Figure 16: UK retail value sales of fabric care products\*, years ending May 2017 and 2018

Fabric conditioner sales flat

Figure 17: UK retail value sales of fabric conditioners, by type, years ending May 2017 and 2018

Whitener segment steals share from stain removers

Figure 18: UK retail value sales of wash treatment products, by type, years ending May 2017 and 2018

## Channels to Market

Supermarkets grow sales with competitive pricing

Figure 19: UK retail value sales of laundry detergents, by outlet type, 2016-18

Figure 20: smol laundry product subscription service, 2018

Online channels offer growth potential

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Figure 21: UK retail value sales of fabric care products, by outlet type, 2016-18

## Market Drivers

### Birth rate flatlines

Figure 22: Trends in number of live births (thousands), and mean age of mothers at the birth of their child, England and Wales, 2010-17

### Number of households to grow

Figure 23: UK households, by size, 2013-23

### Employment change to affect sector

Figure 24: Employment trends (thousands), by gender, 2013-23

### Financial confidence stagnates

Figure 25: Trends in current financial situation compared to a year ago, July 2011-July 2018

### Laundry a key battleground in supermarket price war

Figure 26: Type of store where the most money is spent in a typical month, September 2016 and September 2017

### Weather conditions to affect consumer behaviour

### Environmental awareness rises

### Allergies to be a key consideration

Figure 27: Allergy UK approval seals, 2018

## Companies and Brands – What You Need to Know

### Persil leads laundry detergents

### Comfort grows while Lenor falls back in fabric conditioners

### NPD in detergent capsules grows

### Launch activity in fabric care bounces back

### P&G alone now half of all adspend

### Consumers struggle to differentiate between leading brands

### Vanish struggles for sales but resonates with consumers

## Market Share

### Persil leads laundry detergents

Figure 28: Brand shares in laundry detergents, years ending July 2017 and 2018

### Comfort grows while Lenor falls back in fabric conditioners

Figure 29: Brand shares in fabric conditioners and tumble dryer enhancers, years ending July 2017 and 2018

### Declining value of Vanish dents specialist product sales

Figure 30: Brand shares in wash treatments\*, years ending July 2017 and 2018

### Ironing enhancers dominated by own-label

Figure 31: Brand shares in ironing enhancers\*, years ending July 2017 and 2018

## Launch Activity and Innovation

### Laundry detergents

### NPD in capsules grows

Figure 32: New product launches in the automatic laundry detergents sub-category, by format type, January 2015-June 2018

Figure 33: Examples of capsule laundry detergent launches, 2017-18

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## Gem format makes its mark

### Spike in new packaging ends

Figure 34: New product launches in the laundry detergents category, by launch type, January 2015-June 2018

Figure 35: Examples of alternative packaging in laundry detergent launches, 2017-18

Figure 36: Ariel Purclean detergent, 2018

### Unilever retains NPD lead

Figure 37: New product launches in the UK laundry detergents category, by ultimate company (based on top seven for 2017) and other, January 2015-June 2018

Figure 38: Method Smartclean technology laundry detergent range, 2018

### Rising claims linked to skincare

Figure 39: Top 10 claims in the UK laundry detergent market (based on leading claims for 2017), 2016 and 2017

Figure 40: Examples of laundry detergent launches promoting skin health, 2017-18

## Fabric care

### Launch activity bounces back

Figure 41: New product launches in the fabric care category, by launch type, January 2015-June 2018

Figure 42: Comfort Perfume Deluxe range, 2018

Figure 43: Lenor Parfum des Secrets range, 2018

### Uptick in underperforming categories

Figure 44: New product launches in the fabric care market, by product type, January 2015-June 2018

Figure 45: Fairy non-bio laundry aid range, 2018

### P&G seeks to offset Lenor's decline

Figure 46: New product launches in the UK fabric conditioners and fabric care\* category, by ultimate company (based on top seven for 2017) and other, January 2015-June 2018

Figure 47: Examples of new fabric care product launches, 2017-18

### Dermatologically tested a standout claim in 2017

Figure 48: Top 10 claims in the UK fabric care products market (based on leading claims for 2017), 2016 and 2017

Figure 49: Examples of skin-friendly fabric care product launches, 2017-18

## Advertising and Marketing Activity

### Adspend continues upward trend

Figure 50: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care and other washing ancillary products\*, January 2015-June 2018

### P&G alone now half of all adspend

Figure 51: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care products, by advertiser, January 2015-June 2018

### Whitener adspend drags on overall market

Figure 52: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care products, by sub-category, January 2015-June 2018

### Ariel's £10 million ad campaign

Figure 53: Total above-the-line, online display and direct mail advertising expenditure on laundry detergents, by leading brands, 2017

Figure 54: Ariel 'Do You Pod?' advert, 2018

### Lenor outspends Comfort

Figure 55: Total above-the-line, online display and direct mail advertising expenditure on fabric care products\*, by leading brands, 2017

Figure 56: Neutral 0% laundry product range, 2018

### Nielsen Ad Intel coverage

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## Brand Research

### Brand map

Figure 57: Attitudes towards and usage of selected brands, July 2018

### Key brand metrics

Figure 58: Key metrics for selected brands, July 2018

### Brand attitudes: Vanish worth paying more for

Figure 59: Attitudes, by brand, July 2018

### Brand personality: Ariel and Persil, and Lenor and Comfort inseparable

Figure 60: Brand personality – macro image, July 2018

### Persil and Ariel both efficient and effective

Figure 61: Brand personality – micro image, July 2018

### Brand analysis

#### Vanish struggles for sales but resonates with consumers

Figure 62: User profile of Vanish, July 2018

#### Comfort outperforms Lenor on majority of metrics

Figure 63: User profile of Comfort, July 2018

#### Lenor a clear #2 in the sector

Figure 64: User profile of Lenor, July 2018

#### Persil virtually inseparable from Ariel

Figure 65: User profile of Persil, July 2018

#### Ariel users more likely to have excellent experience than with Persil

Figure 66: User profile of Ariel, July 2018

#### Ecover's brand proposition still not widely known

Figure 67: User profile of Ecover, July 2018

## The Consumer – What You Need to Know

### Gender gap remains

Everyday washers favour powder

Concentrated liquid/gel format under pressure from pods

Gems make their mark

Only 54% use fabric conditioner

Pre-laundry tasks are common

The trend towards hypoallergenic laundry

Consumers confused about laundry product formulas

## Laundry Responsibility

### Gender gap remains

Figure 68: Any responsibility for doing the laundry at home, by gender and age, June 2018

Figure 69: Any responsibility for buying laundry detergents, by gender and age, June 2018

Figure 70: Any responsibility for buying fabric care products, by gender and age, June 2018

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## Frequency of Laundry

Everyday washers favour powder

Figure 71: Frequency of doing the laundry, June 2018

Consumers encouraged to do the laundry less frequently

## Usage of Laundry Detergents

Concentrated liquid/gel format under pressure from pods

Figure 72: Usage of laundry detergents in the last 12 months, June 2018

Gems make their mark

## Usage of Fabric Conditioners and Fabric Care Products

Only 54% use fabric conditioner

Figure 73: Usage of fabric conditioning and care products in the last 12 months, June 2018

Figure 74: Persil Powergems and Persil Powercaps website banners, August 2018

## Laundry Routines

Pre-laundry tasks are common

Figure 75: Laundry task types, June 2018

Drying methods affected by weather and housing

## Attitudes towards Laundry Detergents, Fabric Conditioners and Fabric Care

The trend towards hypoallergenic laundry

Figure 76: Attitudes towards laundry detergents, fabric conditioners and fabric care, June 2018

Scented detergents may be denting conditioner sales

Consumers confused about laundry product formulas

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

## Appendix – The Market

Figure 77: Trends in the age structure of the UK population, 2013-23

Figure 78: UK retail value sales of laundry detergents, at current and constant prices, 2013-23

Figure 79: Best- and worst-case forecast of UK retail value sales of laundry detergents, 2013-23

Figure 80: UK retail value sales of fabric conditioners, at current and constant prices, 2013-23

Figure 81: Best- and worst-case forecast of UK retail value sales of fabric conditioners, 2013-23

Figure 82: UK retail value sales of wash treatments, at current and constant prices, 2013-23

Figure 83: Best- and worst-case forecast of UK retail value sales of wash treatments, 2013-23

Figure 84: UK retail value sales of ironing enhancers, at current and constant prices, 2013-23

Figure 85: Best- and worst-case forecast of UK retail value sales of ironing enhancers, 2013-23

## Appendix – Companies and Brands

Figure 86: New product launches in the laundry detergent category, own-label vs branded, January 2015-June 2018

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Figure 88: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care products, by media type, January 2015-June 2018

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