

The Private Label Household Care Consumer - UK - October 2018

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"The success of own-label has been underpinned by a perceived improvement in quality in recent years, helping to drive people towards these products even despite the amount of discounting on big name brands. This is raising expectations, which suggests that continued NPD is likely to be crucial to its future success."

- Richard Hopping, Senior Brand and Household Analyst

This report looks at the following areas:

- Convincing consumers of added-value quality
- Staying true to own-label strengths
- Discounters largely leaving own-label unharmed

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Own-label market growing
Figure 1: Best- and worst-case forecast of UK retail value sales of private label household care products*, at current and constant prices, 2013-23

Own-label in a strong position across the sector
Figure 2: Share of UK retail value sales of own- label household care products, by category, 2017

The population continues to age

Price remains key in household care

Shopping habits changing to smaller, more frequent shops

Companies and brands

A third of household launches from own-label
Figure 3: NPD in the household care sector, branded v own-label, January 2014-August 2018

Air care becomes strongest area of focus for own-label...
Figure 4: Own-label NPD in the household care sector, by category, January 2014-August 2018

...and influences drive towards brand new products
Figure 5: Own- label NPD in the household care sector, by launch type, January 2014-August 2018

Big name retailers most active
Figure 6: Own- label NPD in the household care sector, by top companies, 2017

The consumer

Majority of consumers are engaged with buying process
Figure 7: Responsibility for buying household care products, by age and gender, July 2018

Added-value products tend to be brand-dominated
Figure 8: Types of household care products chosen most often, July 2018

People buying more own-label products
Figure 9: Change in the number of own-label household care products bought, July 2018

Supermarket retailers dominate
Figure 10: Retailers used to buy household care products, July 2018

Quality difference too much for some
Figure 11: Barriers to buying own-label household care products, July 2018

Perception of quality is improving
Figure 12: Attitudes towards own-label household care products, July 2018

What we think

Issues and Insights

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Convincing consumers of added-value quality

The facts

The implications

Staying true to own-label strengths

The facts

The implications

Discounters largely leaving own-label unharmed

The facts

The implications

The Market – What You Need to Know

Own-label market growing

Own-label in a strong position across the sector

The population continues to age

Price remains key in household care

Shopping habits changing to smaller, more frequent shops

Market Size and Forecast

Own-label faring better than brands

Figure 13: UK retail value sales of private label household care products*, at current and constant prices, 2013-23

Shopping habits driving change in reputation of own-label

Growth of discounters affecting brands more than own-label

Further growth anticipated

Figure 14: Best- and worst-case forecast of UK retail value sales of private label household care products*, at current and constant prices, 2013-23

Market Segmentation

Own-label in a strong position

Figure 15: UK retail value sales of own- label household care products, by segment, 2016-18 (est)

Paper products continue to be most valuable segment to own-label

Air care is area of largest growth

Brand-dominated segments also showing signs of growth

Own-label outperforming sector in most segments

Figure 16: Share of UK retail value sales taken by own-label in the household care market, by segment, 2016-17

Market Drivers - Social

The population continues to age

Figure 17: Trends in the age structure of the UK population, 2013-23

Number of young children set to drop further

Reducing household size may benefit own-label

Figure 18: UK households, by size, 2013-23

Recession-formed habits benefit own-label

Figure 19: How respondents would describe their financial situation, February 2009-August 2018

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Market Drivers - Product

Price remains key

Figure 20: Purchase factors for cleaning products, August 2017

Fragrance is of increasing importance

Buying brands out of habit

Negative health stories may impact desire for antibacterial formulas

Eco-friendly and own-label

Figure 21: Examples of own-label eco-friendly product launches, 2016-18

Performance perceptions of own-label are mixed

Figure 22: Attitudes towards own-label and special offers in household paper products, October 2016

Figure 23: Correspondence analysis – Dishwashing products, February 2018

Market Drivers - Retail

Shopping habits changing to smaller, more frequent shops

Figure 24: Attitudes towards own-label household care products (any agree), by repertoire of retailers used for household care shopping, July 2018

Discounters grow in popularity

Figure 25: Non-food products purchased at discounters in the last 3 months, by frequency of purchase, June 2018

Major retailers seek to fend off discounters

Figure 26: Jack's store in Chatteris, September 2018

Companies and Brands – What You Need to Know

A third of household launches from own-label

Air care becomes strongest area of focus for own-label...

...and influences drive towards brand new products

Big name retailers most active

Shift towards added-value evident

Launch Activity and Innovation

A third of household launches from own-label

Figure 27: NPD in the household care sector, branded v own-label, January 2014-August 2018

Air care becomes strongest area of focus for own-label...

Figure 28: Own-label NPD in the household care sector, by category, January 2014-August 2018

Figure 29: Examples of own-label launches in the air care segment, 2017

...and influences drive towards brand new products

Figure 30: Own-label NPD in the household care sector, by launch type, January 2014-August 2018

Figure 31: Examples of own-label 'new product' launches in the air care category, 2017-18

Figure 32: Examples of other own-label 'new product' launches in the household care sector, 2017-18

Big name retailers most active

Figure 33: Own-label NPD in the household care sector, by top companies, 2017

Environment takes precedence

Figure 34: Leading claims in launches of own-label products in the household care sector, based on leading claims for 2017, 2016 and 2015

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Shift towards added-value evident

Figure 35: Examples of own-label household care products with time/speed claims, 2017-18

Sainsbury's Prism exemplifies added-value approach

Figure 36: Sainsbury's and Tesco own-label household care launches with advanced features, 2018

The Consumer – What You Need to Know

Majority of consumers are engaged with buying process

Added-value products tend to be brand-dominated

People buying more own-label products

Supermarket retailers dominate

Quality difference too much for some

Perception of quality is improving

Responsibility for Buying

Majority of consumers are engaged with buying process

Figure 37: Responsibility for buying household care products, July 2018

Younger consumers have less of a gender bias

Figure 38: Responsibility for buying household care products, by age and gender, July 2018

Purchase of Own-Label and Branded Products

Added-value products tend to be brand-dominated

Figure 39: Types of household care products chosen most often, July 2018

Air care gives hope for added-value own-label future

Few rely solely on one type of product

Figure 40: Repertoire of branded and own-label products chosen most often, July 2018

Change in Purchase of Own-Label Products

People buying more own-label

Figure 41: Change in the number of own-label household care products bought, July 2018

Higher income buyers most likely to be buying more

Figure 42: Proportion buying more own-label household care products compared to 12 months ago, by household income, July 2018

Aldi and Lidl influential in the increase

Retailers Used to Buy Household Care Products

Supermarket retailers dominate

Figure 43: Retailers used to buy household care products, July 2018

Asda and discounters favoured by the price-focused

Figure 44: Selected retailers used to buy household care products, by financial situation, July 2018

Supermarkets most likely to be relied upon

Figure 45: Repertoire of retailers used to buy household care products, July 2018

Barriers to Buying Own-Label

Quality difference too much for some

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Figure 46: Barriers to buying own-label household care products, July 2018

- Getting out of the brands habit
 - Opportunity for added transparency
 - 16-34s most likely to have barriers
- Figure 47: Repertoire of barriers to buying own-label household care products, by age, July 2018

Attitudes towards Own-Label Products

- Perception of quality is improving
- Figure 48: Attitudes towards own-label household care products, July 2018
- Expectation rises as perceived quality does
 - Discounting rewards deal-hunting shoppers
 - 16-34s may provide hope for the future

Appendix – Data Sources, Abbreviations and Supporting Information

- Abbreviations
- Consumer research methodology
- Forecast methodology

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