

# Laundry Detergents, Fabric Conditioners and Fabric Care – UK – October 2019

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- Boosting health credentials of laundry products
- Differentiating scent in laundry
- Skin-focused and eco-friendly detergents increment share of sales
- Wash treatments: a prosperous category
- Winds of change in the gender gap
- Laundry frequency shows sign of decline

The sector remains price-driven, which is a core challenge for brands looking to improve their performance. However, potential remains for a growing focus on products promoted as being skin-focused and allergy-tested, produced in line with consumers' growing environmentally-friendly attitude, and formulated to help consumers reduce laundry frequency and preserve the life of clothing



“Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry less often.”

– Emilia Tognacchini, Junior

Research Analyst  
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## Table of Contents

### OVERVIEW

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

### EXECUTIVE SUMMARY

- **The market**
- **Forecast predicts a challenging future**  
Figure 1: Best-and-worst-case forecast of UK sales of laundry detergents, fabric conditioners and fabric care products, 2014-24
- **Companies and brands**
- **Skin-focused and eco-friendly detergents increment share of sales**  
Figure 2: Brand shares in laundry detergents, year ending June 2019
- **Decreasing value of top three fabric conditioner brands**  
Figure 3: Brand shares in fabric conditioners and tumble dryer enhancers, year ending 2019
- **Own-labelled ironing enhancers prevail over branded ones**  
Figure 4: Brand shares in iron enhancers, year ending 2019
- **Wash treatments: a prosperous category**  
Figure 5: Brand shares in wash treatments\*, year ending 2019
- **The consumer**
- **Winds of change in the gender gap**  
Figure 6: Any responsibility for doing the laundry at home, by gender, July 2019
- **Laundry frequency shows sign of decline**  
Figure 7: Frequency of doing the laundry, 2018 and 2019
- **Doing the laundry is now on-the-go**  
Figure 8: Usage of laundry detergents in the last 12 months, June 2018 and 2019
- **Usage of fabric conditioners and in-wash stain removers declines**  
Figure 9: Usage of fabric care products in the last 12 months, June 2018 and 2019
- **Brand loyalty is rare**  
Figure 10: Laundry product behaviours, June 2019
- **Personalising scents offers an opportunity**  
Figure 11: Laundry detergent preferences, June 2019
- **Low washing temperatures and stains**  
Figure 12: Issues experienced with laundry products, July 2019
- **Clothing are perceived as long-term investments**

### What's included

Executive Summary

Full Report PDF

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Figure 13: Attitudes towards laundry and laundry products, June 2019

- **What we think**

## ISSUES AND INSIGHTS

- **Boosting health credentials of laundry products**
- **The facts**
- **The implications**
- **Differentiating scent in laundry**
- **The facts**
- **The implications**

## THE MARKET – WHAT YOU NEED TO KNOW

- **Forecast predicts a challenging future**
- **Multi-functional laundry detergent in pod format is a winning combination**
- **The role of skin conditions and allergies**
- **Consumers question their habits and lifestyles**

## MARKET SIZE AND FORECAST

- **Decline of laundry and fabric care is unlikely to stop**  
Figure 14: UK retail value sales of laundry detergents, fabric conditioners and fabric care products, at current and constant price, 2014–24
- **Forecast predicts a challenging future**  
Figure 15: Best-and-worst-case forecast of UK sales of laundry detergents, fabric conditioners and fabric care products, 2014–24
- **Forecast methodology**

## MARKET SEGMENTATION

- **Laundry detergents**
- **The revenge of bio formulations**  
Figure 16: UK retail value sales of laundry detergents, by formulation, 2017–19 (est)
- **Multi-functional laundry detergent in pod format is a winning combination**  
Figure 17: UK retail values sales of laundry detergents, by format, 2017–19 (est)
- **Fabric care**
- **New interest towards wash treatments**  
Figure 18: UK retail value sales of fabric care products\*, 2017–19 (est)
- **Steady decline in fabric conditioner value sales**

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Figure 19: UK retail value sales of fabric conditioners, by type, 2017-19 (est)

Figure 20: Method Ocean Violet Fabric Conditioner, July 2019

- **Slow upswing in wash treatment products**

Figure 21: UK retail value sales of wash treatment products, 2017-19 (est)

## CHANNELS TO MARKET

- **Supermarkets offer the best value**

Figure 22: UK retail value sales of laundry detergents, by outlet type, 2017-19 (est)

- **Will the Loop scheme be successful in the UK?**

Figure 23: Tesco explanation of loop scheme, 2019

- **Discount supermarkets are the real winners**

Figure 24: UK retail value sales of fabric care products\*, by outlet type, 2017-19 (est)

## MARKET DRIVERS

- **Birth rate continues to decline, but we live longer**

Figure 25: Trends in number of live births (thousands), England and Wales, 2017-18

Figure 26: Trends in the age structure of the UK population, 2013-23

- **The role of skin conditions and allergies**

- **Fragrance sensitivity is an up-and-coming concern**

Figure 27: Fragrance free route, January 2016, Vancouver Airport

- **Consumers question their habits and lifestyles**

Figure 28: Blanc Naturally Cleaner Shop, London, September 2019

- **In the fashion industry, green is the new black**

## COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Skin-focused and eco-friendly detergents increase share of sales**
- **Skin-focused laundry detergents**
- **New interest in vegan and plant-based formulations**
- **Advertising spend decreases**
- **Method seduces those who try it**

## MARKET SHARE

- **Skin-focused Fairy outperforms the market**

Figure 29: Brand shares in laundry detergents, years ending June 2018 and 2019

## What's included

Executive Summary

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Infographic Overview

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- **Bold reduces sales decline, Daz increase marks change in strategy**

Figure 30: Daz white & colours biological laundry powder, September 2019

- **Eco-friendly detergents increase share of sales**
- **A rise in own-label detergent sales**
- **Decreasing value of top three fabric conditioner brands**
- **Environmental focus boosts Ecover; Method enters the category**
- **Own-labelled ironing enhancers prevail over branded ones**

Figure 31: Brand shares in fabric conditioners and tumble dryer enhancers, years ending June 2018 and 2019

- **Wash treatments: a prosperous category**
- Figure 32: Brand shares in ironing enhancers, years ending June 2018 and 2019
- Figure 33: Brand shares in wash treatments\*, years ending June 2018 and 2019

#### LAUNCH ACTIVITY AND INNOVATION – LAUNDRY DETERGENTS

- **Drop in new product launches**  
Figure 34: New product launches in the laundry detergent category, by launch type, January 2015–July 2019
- **Liquid format maintains NPD dominance**  
Figure 35: New products launches in the automatic laundry detergents sub-category, by format type, 2015–July 2019
- **Eco-friendly laundry products lead future change**  
Figure 36: Examples of eco-friendly laundry detergent launches, 2018–19
- **Skin-focused laundry detergents**  
Figure 37: Top 10 claims in the UK laundry detergents market (based on leading claims for 2018), 2017, 2018 and Jan–July 2019
- **Water-free cleaning formulations in solid format**  
Figure 38: EC30 home care line, laundry detergent, solid format, September 2019
- **Laundry detergents that postpone washing**  
Figure 39: New products launches in the UK laundry detergent category, by ultimate company (based on top 10), January 2015–July 2019  
Figure 40: Unilever Day2 dry wash spray launches, 2018–19

#### LAUNCH ACTIVITY AND INNOVATION – FABRIC CARE

- **Slow recovery of NPD**

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Infographic Overview

Powerpoint Presentation

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Figure 41: New product launches in the fabric care category, by launch type, January 2015–July 2019

- **Growth in stain/spot removals**

Figure 42: New product launches in the fabric care category, by product type, January 2015–July 2019

Figure 43: Examples of oxygen powdered stain/spot removal launches, 2018–19

Figure 44: Relaunch of Dri-pak Soda Crystal laundry boost as Oxi-Boost, September 2019

- **New interest in vegan and plant-based formulations**

Figure 45: Top 15 claims in the UK fabric care market (based on leading claims for 2018), 2017–18

Figure 46: Examples of vegan and cruelty-free certified botanical fabric care launches, 2018–19

- **A need for clarity on eco-friendly claims**

- **Own-label brands gain competitiveness**

Figure 47: New products launches in the UK fabric conditioner and fabric care\* category, by ultimate company (based on top ten for 2018), January 2015–July 2019

## ADVERTISING AND MARKETING ACTIVITY

- **Advertising spend decreases**

Figure 48: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care and other washing ancillary products\*, January 2016–September 2019

- **Bigger players cut back on advertising expenditure**

Figure 49: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care, by advertiser, January 2016–September 2019

Figure 50: Vanish “Trust Pink. Forget Stains.” advert, 2018

- **Advertising for explorers**

Figure 51: Total above-the-line, online display and direct mail advertising expenditure on laundry and fabric care, by sub-category, January 2016–September 2019

Figure 52: “Ben Saunders on Grangers” advert, 2018

- **Smaller brands become more competitive**

Figure 53: Total above-the-line, online display and direct mail advertising expenditure on laundry detergents, by leading brands, 2018

- **Vanish becomes the leader**

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Powerpoint Presentation

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Figure 54: Total above-the-line, online display and direct mail advertising expenditure on fabric care products\*, by leading brands, 2018

- **Nielsen Ad Intel coverage**

## BRAND RESEARCH

- **Brand map**  
Figure 55: Attitudes towards and usage of selected brands, September 2019
- **Key brand metrics**  
Figure 56: Key metrics for selected brands, September 2019
- **Brand attitudes: Daz and Surf considered to offer value**  
Figure 57: Attitudes, by brand, September 2019
- **Brand personality: ethicality goes hand in hand with exclusivity**  
Figure 58: Brand personality – Macro image, September 2019
- **Persil and Fairy Non Bio are perceived as comforting and perfect for families**  
Figure 59: Brand personality – Micro image, September 2019
- **Brand analysis**
- **Fairy Non Bio is effective, but lacks in innovation**  
Figure 60: User profile of Fairy Non Bio, September 2019
- **Persil resonates among female consumers of different social classes**  
Figure 61: User profile of Persil, September 2019
- **Method seduces those who try it**  
Figure 62: User profile of Method, September 2019
- **Men underestimated the efficiency and reliability of Surf**  
Figure 63: User profile of Surf, September 2019
- **Ecover occupies similar space to Method**  
Figure 64: User profile of Ecover, September 2019
- **Daz used by consumers of all ages**  
Figure 65: User profile of Daz, September 2019

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Winds of change in the gender gap**
- **Laundry frequency shows sign of decline**
- **Doing the laundry is now on-the-go**
- **Brand loyalty is rare**
- **Personalising scents**
- **Low washing temperature and stains**
- **Consumers ask for more transparency**

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Executive Summary

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Powerpoint Presentation

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## LAUNDRY TASKS AND RESPONSIBILITIES

- **Consumers are familiar with laundry products**
- **Winds of change in the gender gap**

Figure 66: Any responsibility for doing the laundry at home, by gender, July 2019

Figure 67: Any responsibility for buying laundry detergents, by gender, July 2019

Figure 68: Laundry responsibilities, by gender, July 2019

## LAUNDRY FREQUENCY

- **Laundry frequency shows sign of decline**  
Figure 69: Laundry frequency, 2018 and 2019
- **Green behaviours may further impact upon laundry habits**

## USAGE OF LAUNDRY PRODUCTS

- **Doing the laundry is now on-the-go**  
Figure 70: Usage of laundry detergents in the last 12 months, June 2018 and 2019
- **Usage of fabric conditioners and in-wash stain removers declines**  
Figure 71: Usage of fabric care products in the last 12 months, June 2018 and 2019  
Figure 72: Repertoire of fabric care products used, July 2019
- **Colour run preventers/removers come back into fashion**

## LAUNDRY BEHAVIOURS IN THE LAST 12 MONTHS

- **Brand loyalty is rare**  
Figure 73: Laundry behaviours in the last 12 months, June 2019
- **Men read more labels, while women look for results**  
Figure 74: Laundry behaviours in the last 12 months, by gender, July 2019
- **More clarity required over the meaning of eco-friendly**
- **Families like natural and eco-friendly**  
Figure 75: Selected laundry behaviours in the last 12 months, by selected lifestage, July 2019
- **Millennials lead to a greener future**  
Figure 76: Selected laundry behaviours in the last 12 months, by selected generations, July 2019

## LAUNDRY DETERGENT PREFERENCES

- **Personalising scents**  
Figure 77: Laundry detergent preferences, June 2019
- **Aromatherapy fragrances**
- **Improved non-bio formulations to better remove stains**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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## ISSUES EXPERIENCED FROM DOING THE LAUNDRY

- **Low washing temperature and stains**
- **Multi-functional laundry products offer convenience and long-term saving**

Figure 78: Issues experienced from doing the laundry, July 2019

## ATTITUDES TOWARDS LAUNDRY

- **Clothing are perceived as long-term investments**

Figure 79: Attitudes towards laundry and laundry products, June 2019

- **Consumers ask for more transparency**

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **Forecast methodology**

## APPENDIX – MARKET FORECAST

Figure 80: Best- and worst case forecast of UK retail value sales of laundry detergents, 2014-24

Figure 81: Best- and worst case forecast of UK retail value sales of fabric care products, 2014-24

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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