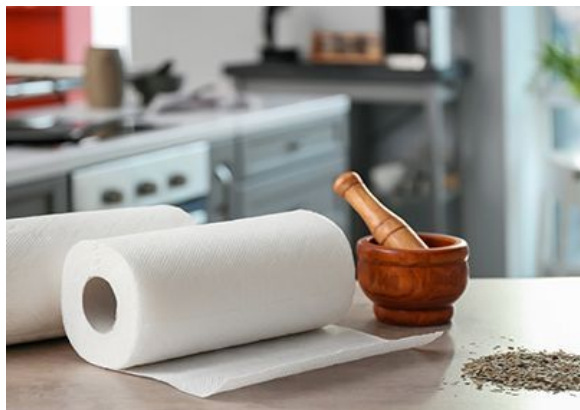


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“While there appear to be opportunities for further growth within the kitchen roll segment, there is still a prevailing attitude among consumers that it is an area on which they can cut spend.”

– **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

It is not that consumers do not see a difference between expensive and budget products, but that consumers currently struggle to see the need to trade up. As consumers are using kitchen roll products as alternative to cloths, brands targeting the cleaning occasion more specifically may be able to encourage spend.

- **Driving growth in kitchen roll**
- **Differentiating through environmental means**

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