

March 2018

Toilet and Hard Surface Care - UK

“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 ...

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

February 2018

Household Cleaning Equipment - UK

“The continued development of more functional kitchen rolls is a threat to household essentials like cloths and sponges. Adding extra benefits, such as antibacterial properties or the ability to use without chemical detergents, as well as replicating the convenience of kitchen rolls, is likely to be key to the success ...