

September 2013

Air Fresheners - UK

“Sales of air fresheners could be boosted in a number of ways, including focusing more on room specific products, the elimination of specific cooking or food smells or the provision of added functional benefits to boost health and wellness. Brand loyalty and engagement could be increased through encouraging the testing ...

August 2013

Laundry Detergents and Fabric Conditioners - UK

“Although sales growth has returned, the laundry market still faces many challenges such as the relatively low level of brand loyalty and the consumer reliance on periods of price promotions to stock-up on products. Utilising refillable packs and product subscription offers presents an opportunity to secure loyalty by offering consumers ...

July 2013

Fabric Care - UK

“With the majority of users of stain removers only using these products once a month or less, encouraging more frequent usage of stain removal products to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on ...