

October 2021

Air Care - UK

“While COVID-19 led to a significant increase in sales of air care products, the market continued its shift from being just a functional odour remover towards one more closely aligned with wellness products. The category is under scrutiny for its impact on health, which will offer brands an opportunity to ...

September 2021

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

July 2021

The Green Household Care Consumer - UK

“Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands. However, savvy shopping behaviours and increased consumers’ understanding of environmental discussions mean ...