

June 2013

Household Cleaning Equipment - UK

“Encouraging people to trade up is the biggest challenge facing the household cleaning equipment market, as most people see these products as staple, need-driven purchases that they do not want to pay more than they have to for. Brands need to encourage consumers to shift some of their focus away ...

May 2013

Household Polish and Specialist Cleaners - UK

“Opportunities exist for premium products that offer longer-lasting results. This includes products that leave a coating on surfaces to help slow the build-up of dirt, grease or dust as well as for carpet/upholstery cleaners that offer longer-lasting freshening. Making people feel that the benefits of cleaning will last for ...

April 2013

Dishwashing Products - UK

“The big issue remains how to best encourage higher penetration of dishwashers in the UK, and as a result drive increased sales of dishwasher detergents. Dispelling some of the myths about machine dishwashing, promoting the benefits and emphasising the affordability of buying and running a dishwasher, including smaller models for ...