

September 2012

Toilet Cleaning and Care - UK

“With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince ...

August 2012

Fabric Care - UK

“With a decline in sales seen over the last year, fabric care brands need to look at a variety of different angles for creatively promoting usage of their products. A variety of themes could be used to prove the effectiveness of products, including getting rid of stains from and freshening ...

July 2012

Household Cleaning Equipment - UK

The market for household cleaning equipment has shown solid growth over a period when spending on many other larger household items has been curtailed by low consumer confidence due to the recession and a weak housing market. The essential nature of purchasing and continued importance attached to maintaining a clean ...