

## January 2021

### Cleaning in and around the Home: Inc Impact of COVID-19 - UK

“Amidst the difficulties of the COVID-19 pandemic, household cleaning products have enjoyed a golden period. Consumers have been cleaning more to keep them safe from the deadly virus and in response to being at home more. However, once the vaccination program progresses and the threat dissipates later in 2021, cleaning ...

## December 2020

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK's economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

## November 2020

### Attitudes towards Germs: Inc Impact of COVID-19 - UK

“The remarkable rise in sales of germ-killing cleaning products recorded in 2020 will be hard to replicate. However, COVID-19 offers brands new opportunities to appeal to consumers by catering for newly developed cleaning habits and tapping into the wellness trend to encourage consumers to see homecare routines as an extension ...

### Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK

“Sales of laundry products remain on a similar course to pre-COVID-19, but the pandemic has created new opportunities. Cautious consumers will consider hygiene claims appealing and on-the-go sanitising sprays will particularly resonate with consumers when their routines return to something like normal. Products that can help make wearing face masks ...