

## December 2013

### The Laundry Consumer - UK

“Both the growth in the number of households and the increase in the total size of the population are important in terms of their potential to drive increased demand for laundry detergents and appliances. Forecast growth rates vary depending on age and lifestage, but perhaps more importantly it is their ...

## November 2013

### Household Hard Surface Cleaning and Care Products - UK

“Cautious consumer spending along with private label and promotional activity present a challenge for the market. But there are opportunities for growth if hard surface cleaning brands can evolve much stronger points of reference and meet a wider range of needs which are not just about getting a surface clean ...

## October 2013

### Toilet Cleaning - UK

“The specialist toilet care market has struggled to maintain momentum. However, it is also the case that toilet care has changed considerably – gone are the days when a bit of bleach down the toilet was enough. Through taking more of a cue from consumer wants and needs, brands in ...