

December 2014

Preparing for Guests - UK

“Home entertaining has a big influence on the usage of household care products. Making the home smell fresh is one of the most important elements of preparing the home for guests, and so the development of more premium fragrances in a whole host of household care products, including toilet cleaners ...

November 2014

Hard Surface Cleaners - UK

“The convenience culture has had a big impact on the market for hard surface cleaners, with an increasing emphasis being placed on easier to use and time-saving products, as well as more convenient packaging. With an ageing population and increasing time pressures in people’s lives, convenient formats will continue to ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Cleaning Habits of Young Adults - UK

“With independence, in terms of moving away from the parental home, comes greater responsibility for household cleaning matters, so this is an important time for household care brands to engage with young adults through communications about the latest time-saving cleaning products or equipment, as well as advice and ideas on ...

September 2014

Household Cleaning Equipment - UK

“The increasing popularity of steam cleaners poses a potential threat to traditional cleaning equipment, with consumers favouring their ability to rid the house of germs without resorting to hefty chemicals. Traditional cleaning equipment brands now have an opportunity to respond to this challenge, either by creating more products that are ...

August 2014

Home Laundry Products - UK

"More sophisticated versions of laundry capsules coming onto the market, such as Ariel 3in1 Pods and Persil Dual Action Capsules with liquid and powder detergent, are boosting this format's share of the laundry detergents market. The effective removal of stains is the most important factor likely to determine product choice ...

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

"Although people are still more confident than they were in 2013, Mintel's data suggests that they're not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

Air Care - UK

"Nearly nine out of 10 people use at least one type of air freshener at home but significant scope exists to encourage people to use a wider range of products and use them more regularly, such as for scenting more rooms or using air care products for a wider variety ...

June 2014

Cleaning the House - UK

"Focusing on not just highlighting the attributes of cleaning products but also showing families doing the cleaning together could help to inject more life into an advertising campaign and at the same time increase engagement with a cleaning brand."

May 2014

Dishwashing Products - UK

"As well as encouraging more people to use dishwashers, the other main way of growing the value of the market is through persuading shoppers to trade up to more premium products. In hand dishwashing the best opportunities lie in the continued development of new fragrances and products that bridge the ...

April 2014

The Private Label Household Care Consumer - UK

“The finding that such large proportions of people have noticed improvements to own-label household care products in terms of quality and selection in recent years gives grounds for optimism, as does the number of people who think further improvements would tempt them to buy more own-label versions of products. Raising ...

March 2014

Attitudes Towards Germs - UK

“Continued growth in sales of germ-killing products will come from giving younger people in particular more information on hygiene and germ hotspots, as well as through promoting specific products as being better for use on surfaces coming into contact with food. Brands also have an opportunity across the wider household ...

February 2014

Household Paper Products - UK

“While their position as essential household items means that sales of household paper products are protected to a certain extent, a high level of promotional activity by brands and consumer determination to get the best deal have led to a decline in value sales. Brands looking to bolster sales of ...

January 2014

Household Care Packaging Trends - UK

“Packaging is central to both how household care products are used and how they communicate their benefits to consumers, and the latter includes the promotion of technologies and solutions that encourage greener behaviour. Younger people are particularly likely to voice green or ethical sentiments but not act upon these beliefs ...