

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 ...

September 2013

Air Fresheners - UK

“Sales of air fresheners could be boosted in a number of ways, including focusing more on room specific products, the elimination of specific cooking or food smells or the provision of added functional benefits to boost health and wellness. Brand loyalty and engagement could be increased through encouraging the testing ...

August 2013

Laundry Detergents and Fabric Conditioners - UK

“Although sales growth has returned, the laundry market still faces many challenges such as the relatively low level of brand loyalty and the consumer reliance on periods of price promotions to stock-up on products. Utilising refillable packs and product subscription offers presents an opportunity to secure loyalty by offering consumers ...

July 2013

Fabric Care - UK

“With the majority of users of stain removers only using these products once a month or less, encouraging more frequent usage of stain removal products to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on ...

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 ...

March 2013

Bleaches and Disinfectants - UK

“The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is ...

February 2013

Household Paper Products - UK

While household paper products are essentially staple items that are mostly bought with the groceries when shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product development. Consumers have shown themselves to be willing to pay ...

January 2013

Cleaning the House - UK

“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes and making use of a variety of media and industry links. Content for the promotion of new products needs to ...