

December 2022

Sustainability in Household Care - UK

"Heightened consumer concerns about the environment put brands' sustainable product and process initiatives into the spotlight. While brands are making strides in sustainable packaging, there exists an untapped potential of refills, refill stations and sustainable product formulations. The rising cost of living presents an opportunity to redirect consumers onto a ...

October 2022

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

"The present cost of living crisis is encouraging consumers to embrace value-driven laundry practices and shopping choices regardless of their financial situation. While this makes it critical for brands to communicate the unique value offered by their offerings to promote brand loyalty, the overlap between emerging money-focused and earth-friendly laundry ...

Air Care - UK

"The air care industry is likely to suffer during the current cost of living crisis. Its discretionary nature means that consumer engagement may fade, while competition between brand and own-label products will increase. It is essential that brands emphasise the value of their products to prevent attrition, or to avoid ...

July 2022

Household Care Habits of Pet Owners - UK

"Interest in pet-friendly products aligned with wellness trends and created to address pet owners' unique cleaning needs creates new opportunities for brands to explore. While heritage market players are well placed to capitalise on modern pet love, it is key for brands to illustrate pets as their ultimate consumer to ...

June 2022

Household Care Packaging Trends - UK

"The economic and global scenario alongside environmental sentiments will influence the way people approach household care packaging. Adding to the demand for convenient packaging, consumers will have a greater focus on the value that packaging can provide,

while interest in sustainable packaging options will further strengthen. Because of these factors ...

May 2022

Dishwashing Products - UK

“Although household care is largely protected from reduced engagement due to rising costs by its needs-based status, brands can still prepare themselves for shifts in consumer habits and behaviours around dishwashing. Value will become even more critical, which will encourage many people to shift their spend to discounters, or to ...

April 2022

Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Toilet and Hard Surface Care - UK

"As focus on home hygiene diminishes, consumer priorities will shift and topics such as the environment and wellbeing will acquire new relevance. Brands still have the chance to build on the exposure acquired during the coronavirus pandemic via NPD and projects that tap into healthy and sustainable lifestyles. At the ...

February 2022

Household Cleaning Equipment - UK

“The needs-based household cleaning equipment market, which is somewhat cushioned from adverse economic scenarios like rising inflation, will stabilise over the next couple of years. Brands will face the



Household Care - UK

challenge of maintaining engagement in a post-pandemic world, but environmental and social sustainability initiatives in product innovations and marketing activities focused ...