

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