

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 ...