

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

The Laundry Consumer - UK

"Washing and drying behaviour when doing the laundry can have a significant influence on usage of laundry detergents and fabric care products, with a number of elements of people's laundry routines interacting together to determine what products they buy. Key issues for consumers are performance, speed and energy efficiency, and ...

November 2015

Floor Cleaning and Care - UK

"Continuing innovation combined with a willingness among consumers to pay more for added features or buy secondary products in addition to their main vacuum cleaner have helped to drive strong growth in floor care sales. Cordless ranges have been a particular focus of NPD activity and have more room to ...

August 2015

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"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

The Green Household Consumer - UK

"Performance and price dominate consumer considerations when it comes to shopping for household care products, with other factors, including environmental impact, falling by the wayside. A focus on the potential health benefits of eco-friendly formulations in addition to their minimal impact on the environment could help to drive consumer interest ...

Laundry Detergents and Fabric Care - UK

"A focus on fragrance and more premium products has helped encourage shoppers to trade up and expand their product repertoires; in-wash scent boosters and antibacterial laundry cleaners in particular have created new product categories and helped return the market to growth. The next challenge for the sector is to encourage ...

July 2015

Shopping for Household Care Products - UK

“Competition for spending in the household care market has been increasing, with the growth of discount retailers as a source of purchase posing a threat to the dominance of the big four supermarkets. Promotional offers will therefore remain a key weapon in the battle to retain customer loyalty, including those ...

June 2015

Air Care - UK

“The focus of the market on the launch of new fragrance ranges, including seasonal and limited edition scents, has increased consumer choice and helped drive replenishment sales. However, in order to further increase spending, brands in the market need to concentrate on encouraging usage of a wider repertoire of complementary ...

May 2015

Dishwashing Products - UK

“In hand dishwashing, the development of more powerful washing-up liquids that remove the need for excessive scrubbing or the soaking of dishes and pans can help to add value to the market

Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Cleaning the Bathroom - UK

“Room exists in the market for brands to focus on the promotion of both products with multiple benefits to cater for the different aspects of bathroom/toilet cleaning and specialist products focused more on protection and bathroom maintenance. Focusing on the importance of a clean bathroom for good health and ...

March 2015

Cleaning the Kitchen - UK

“As well as concentrating on increasing sales through encouraging more frequent usage of kitchen cleaners for a range of tasks around the kitchen, brands should focus on product development in antibacterial products to cater for strong interest in all-natural and longer-lasting protection. Opportunities also exist for driving added value through ...

February 2015

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“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

January 2015

Cleaning for the Family - UK

“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”

Household Paper Products - UK

“Paper products suffer from being seen as commodity items that are bought mainly in response to special offers and finding the cheapest price, making sales growth difficult to come by. Kitchen roll offers the best prospects for adding value to the market through encouraging usage for a wider range of ...