

January 2022

Cleaning for the Family - UK

“Engagement with the category and spend on cleaning products are both higher among parents of under-18s. While this indicates room for growth, household care brands should also take into account that parents choose cleaning products more carefully and pay greater attention to on-pack information. As parents are also more likely ...

December 2021

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“The laundry and fabric care market will maintain momentum as life returns to normalcy. But some habits established throughout the pandemic will remain in place – such as the drive towards online purchases. The climate will play an influential role in product innovations, while a spotlight on holistic wellbeing will ...

October 2021

Air Care - UK

“While COVID-19 led to a significant increase in sales of air care products, the market continued its shift from being just a functional odour remover towards one more closely aligned with wellness products. The category is under scrutiny for its impact on health, which will offer brands an opportunity to ...

September 2021

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

July 2021

The Green Household Care Consumer - UK

“Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands. However, savvy shopping behaviours and increased consumers’ understanding of environmental discussions mean ...

June 2021

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The category was driven into decline in 2020 as COVID-19 social distancing triggered a fall in cases of cough, cold and flu, which ultimately impacted demand for remedies. Looking forwards, brands can adapt to the strong focus on illness prevention, by incorporating vitamin & mineral supplements (VMS) into cough, cold ...

May 2021

Dishwashing Products - UK

“While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic. Brands should use sustainability, like biodegradability, and format-led innovations, such ...

COVID-19 and Household Care: A Year On - UK

“COVID-19 has undoubtedly been a boost for the household care category, as the threat of the virus and the need to stay at home has created more homecare occasions. The challenge for brands in this category is to ensure that engagement remains high even when the immediate need diminishes in ...

Women's Haircare - UK

“Women’s haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

March 2021

Toilet and Hard Surface Care - UK

“The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market. Although the market is expected to experience a gradual decline as people return to spending more time away from home, homecare ...

Household Paper Products - UK

“While COVID-19 led to proliferated sales of household paper products, sales will stabilise once the anxiety around the virus diminishes. However, more frequent home working and new cleaning habits will keep the market buoyant and brands can use functionality-based innovation, such as kitchen roll specifically designed for use alongside cooking ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...