

October 2022

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 ...