

November 2019

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

Cleaning for the Family - UK

“Concerns about the health impact of scents are widespread among parents of younger children and have led many to consider unscented formulations as more preferable than scented ones. However, scents continue to be an important indicator of cleanliness as well as a strong purchase driver. By balancing scent intensities, developing ...

October 2019

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry ...

September 2019

Air Care - UK

“The air care market is facing a paradigm shift away from being a functional category, and towards one more closely aligned with the wellbeing sector. Supporting consumers by being more transparent about products and innovating to cater to emotional desires will help brands achieve a superior consumer connect and stand ...

Shopping for Household Care Products - UK

“Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

July 2019

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

May 2019

The Green Household Care Consumer - UK

“The current direction of travel indicates a promising future for eco-friendly household care. However, there is still more that can be done to make it truly mainstream. There remains confusion over what brands mean by ‘eco-friendly’, suggesting that brands in this space can do more to educate and inform people ...

Toilet and Hard Surface Care - UK

“Consumers are showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand. Brands introducing a premium ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel stated tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

Dishwashing Products - UK

“The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole.”

Household Paper Products - UK

“While there appear to be opportunities for further growth within the kitchen roll segment, there is still a prevailing attitude among consumers that it is an area on which they can cut spend. It is not that consumers do not see a difference between expensive and budget products, but that ...