

June 2012

Laundry Detergents and Fabric Conditioners - UK

“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can ...

May 2012

Household Polish and Specialist Cleaners - UK

“Owning a number of brands within household cleaning offers benefits when it comes to new product development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen ...

Social Media: Household Care - UK

“The household care market is one where the products are pushed to the back of the cupboard until they need to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest ...

April 2012

Dishwashing Products - UK

“While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance.”