

March 2020

Toilet and Hard Surface Care - UK

“As much as the category remains price-driven, savvy consumers are not willing to compromise on product quality, indicating that cleaning efficacy is an essential purchase driver and should be targeted in marketing communication. However, it is crucial that manufacturers also take environmental sentiments into consideration, which should represent inspirational input ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

February 2020

Household Cleaning Equipment - UK

“The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic sense, their focus on the environment will become more prominent in cleaning equipment too. Brands ...