

### May 2017

#### Dishwashing Products - UK

“Competitive pricing across the dishwashing category has dented value sales. While a low level of dishwasher ownership remains a limiting factor, boosting usage of dishwasher ancillaries is an area of potential growth. Meanwhile, interest in ultra-concentration and non-drip caps suggests areas to explore to invigorate the hand dishwashing market.” ...

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#### Toilet Cleaning, Bleaches and Disinfectants - UK

“Dettol’s launch of a spray format has added versatility and convenience to disinfectants, and has rejuvenated the segment as a consequence. Prominent product launches and advertising campaigns from Bloo and Duck have also shown that there is potential for value growth within the toilet cleaning segment, despite an overall decline ...

#### Hard Surface Cleaning and Care - UK

“The dominance of multipurpose cleaners, a lack of product development and reduced advertising spend have created a perfect storm for the hard surface cleaners category, which continues to struggle to show growth despite the rising population and number of households. However, with discounting and product promotions reaching a plateau, growing ...