

August 2015

Consumers and the Economic Outlook: Quarterly Update - UK

“The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel’s data shows that more people feel better off compared to ...

Laundry Detergents and Fabric Care - UK

“A focus on fragrance and more premium products has helped encourage shoppers to trade up and expand their product repertoires; in-wash scent boosters and antibacterial laundry cleaners in particular have created new product categories and helped return the market to growth. The next challenge for the sector is to encourage ...

The Green Household Consumer - UK

“Performance and price dominate consumer considerations when it comes to shopping for household care products, with other factors, including environmental impact, falling by the wayside. A focus on the potential health benefits of eco-friendly formulations in addition to their minimal impact on the environment could help to drive consumer interest ...

July 2015

Shopping for Household Care Products - UK

“Competition for spending in the household care market has been increasing, with the growth of discount retailers as a source of purchase posing a threat to the dominance of the big four supermarkets. Promotional offers will therefore remain a key weapon in the battle to retain customer loyalty, including those ...