

March 2016

Hard Surface Cleaning and Care Products - UK

“The hard surface cleaning and care market is in decline, a result of competitive pricing and consumers relying on fewer multipurpose products. In a particularly price-sensitive category brands can look to add value by demonstrating how their products can save consumers time and effort while maintaining crucial efficacy.”

February 2016

Household Paper Products - UK

“The increasing popularity of the discount retail sector, in particular the expansion of the German chains Lidl and Aldi, has negatively impacted value sales of household paper products in recent years by driving down household spend on the category. Whilst the essential nature of products in this market means that ...