

October 2009

Household Fresheners - UK

- More than four in ten adults have an air freshener on hand in the bathroom, but there is a strong preference to open the window rather than use air fresheners.
- Households with cats, dogs or caged birds are significantly more likely than average to use household fresheners or scented candles ...

September 2009

Health and Hygiene - Fear of Germs and Bacteria - UK

Swine flu has been at the centre of media coverage since May 2009. Now declared a pandemic with government advertising to educate people of ways to reduce the spread of the virus, it has very much entered the public consciousness. Qualitative research run by Mintel with Toluna shows that, although ...

July 2009

Household Cleaning Products - UK

Since Mintel's last Household Cleaning report was published in July 2008, the economic downturn has deepened, with the UK officially entering recession in January 2009. Advertising budgets have been cut and heavy price promotions and extra product offers at the point of sale are being used by the big brands ...

April 2009

Dishwashing Detergents - UK

The UK's £432 million combined hand and automatic dishwashing detergents market achieved growth of 18% between 2004 and 2009, driven by the upturn of the machine wash sector. However, despite the success of the manufacturers in adding value to products and to the rising number of dishwashers, growth is slowing ...

March 2009

Household Care - UK

Market Re-forecasts - Health and Hygiene - UK

Mintel's re-forecasting puts markets in realistic light

February 2009

Environmental Concerns in Household Cleaning - UK

Environmental issues are now a key part of the consumer psyche and thus cannot be ignored in any market sector. Major household cleaning manufacturers and retailers have responded to the challenge by making changes to such factors as packaging, energy usage and the sourcing of raw materials. There has also ...

January 2009

Clothes Washing Products - UK

The most prominent change in the UK's £1.2 billion laundry products market has been the switch from powdered formats to single-dose tablets or concentrated liquid detergents and gels. This is driven by innovation in liquid product formulae that work more efficiently at lower washing temperatures that help to save ...

Attitudes Towards Household Cleaning - UK

The economic downturn presents the household cleaning product market (valued at nearly £2.6 billion in 2008) and household cleaning appliances (£1.7 billion) with challenges and opportunities.

Home and the Media - UK

There is increasing coverage of homes and gardens across a range of media, but home interest and gardening magazines are the primary source of detailed and in-depth content and they retain a particular importance since their readers are likely to be more interested than average in the topics.