

March 2011

Bleaches and Disinfectants - UK

Bleaches and disinfectants is a mature market that has shown a decline in retail value sales due to increasing competition from other products for the main cleaning tasks undertaken using these products, including other toilet care products and all-purpose, anti-bacterial cleaners. Raising prices that would boost value has also proved ...

February 2011

Household Paper Products - UK

Growth in value sales of household paper products slowed at the start of the recession in 2008, as consumers became more focused on price and turned more to own-label products and special offers. Since then, market growth has continued to be sluggish, but the big brands have managed to maintain ...

January 2011

Cleaning the House - UK

The amount of time spent on household chores is highly variable, influenced by pressures on time, household size and individual standards of cleanliness. Growth in the population, but more so the increase in the number of households, will mean more sales of a range of household care products, including those ...