

December 2010

Household Fresheners - UK

Household fresheners are enjoying a period of rapid innovation, with new fragrances, new formats and new participants in the overall market. Fresheners have moved on from being a functional product designed to cover unpleasant smells, into being a more integral part of improving the general ambience of the home. This ...

November 2010

Dishwashing Detergents - UK

The market for dishwashing products includes two main kinds of products: detergents for hand dishwashing; and detergents for automatic dishwashers. Over 2005-10 the total market grew by 24% to reach £460 million. Market growth has been driven by new product development and premiumisation in dishwashing detergents, particularly dishwasher tablets. As ...

October 2010

Household Cleaning Products - UK

This report assesses the market for products used for cleaning and polishing in a domestic context.