

### January 2022

#### Cleaning for the Family - UK

“Engagement with the category and spend on cleaning products are both higher among parents of under-18s. While this indicates room for growth, household care brands should also take into account that parents choose cleaning products more carefully and pay greater attention to on-pack information. As parents are also more likely ...

### December 2021

#### Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

#### Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“The laundry and fabric care market will maintain momentum as life returns to normalcy. But some habits established throughout the pandemic will remain in place – such as the drive towards online purchases. The climate will play an influential role in product innovations, while a spotlight on holistic wellbeing will ...