

### September 2011

#### Toilet Cleaning and Care - UK

“Underpinning the strength of the market is the large and growing number of toilets in UK households and the strong desire among consumers to maintain high standards of toilet care. The market has some strong brands, but the leading three brands in specialist toilet care are facing increased competition during ...

### August 2011

#### Fabric Care - UK

“The market was boosted during 2010 by the entry of P&G’s Ariel brand into stain removers, but the sector faces a challenge in continuing to encourage more people to buy separate fabric care products when laundry detergents and fabric conditioners are also offering added benefits, such as colour care and ...

### July 2011

#### Household Cleaning Equipment - UK

“In a market where own-brand purchases are most common and price is the major factor influencing the choice of cleaning cloths, brands face a challenge in encouraging shoppers to pay a bit more for their products. Durability presents the best scope for encouraging shoppers to pay a little bit more ...

#### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.