

March 2015

Cleaning the Kitchen - UK

“As well as concentrating on increasing sales through encouraging more frequent usage of kitchen cleaners for a range of tasks around the kitchen, brands should focus on product development in antibacterial products to cater for strong interest in all-natural and longer-lasting protection. Opportunities also exist for driving added value through ...

February 2015

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Household Paper Products - UK

“Paper products suffer from being seen as commodity items that are bought mainly in response to special offers and finding the cheapest price, making sales growth difficult to come by. Kitchen roll offers the best prospects for adding value to the market through encouraging usage for a wider range of ...

January 2015

Cleaning for the Family - UK

“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”