

## June 2014

### Cleaning the House - UK

“Focusing on not just highlighting the attributes of cleaning products but also showing families doing the cleaning together could help to inject more life into an advertising campaign and at the same time increase engagement with a cleaning brand.”

## May 2014

### Dishwashing Products - UK

"As well as encouraging more people to use dishwashers, the other main way of growing the value of the market is through persuading shoppers to trade up to more premium products. In hand dishwashing the best opportunities lie in the continued development of new fragrances and products that bridge the ...

## April 2014

### The Private Label Household Care Consumer - UK

“The finding that such large proportions of people have noticed improvements to own-label household care products in terms of quality and selection in recent years gives grounds for optimism, as does the number of people who think further improvements would tempt them to buy more own-label versions of products. Raising ...