

December 2011

Household Hard Surface Cleaning and Care Products - UK

“Although well-known brands dominate the market, shoppers are particularly price-conscious when buying hard surface cleaners and are reluctant to pay more than they need to for a particular brand or for environmentally friendly products. Special offers will remain one of the biggest factors determining choice during the continuing incomes squeeze ...

November 2011

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 when the feelgood factor will return to the economy.

Laundry Habits - UK

“Laundry patterns are gradually changing, with more men under the age of 55 sharing the responsibilities and consumers responding to the manufacturer push to run more wash loads on lower temperatures and shorter cycles to save energy. A strong desire for clothes that always smell fresh also suggests a need ...

October 2011

Air Fresheners and Air Care - UK

“While air care products are widely used, using them continually or most days is less common than occasional usage. A large proportion of people are still put off using air fresheners as they see them as artificial, so brands need to reach out to those who want to maintain a ...