

## November 2016

### Fabric Care and Other Washing Ancillaries - UK

“New product launches have created growth in value sales in fabric care, in contrast to many other household care categories including laundry detergents. While recent launches in the fabric conditioner space have focused on premium fragrances and longer-lasting freshness, there may be scope to add value through increased functionality. For ...

## October 2016

### Laundry Detergents - UK

“Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend. The ...

## September 2016

### Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people's ...

## August 2016

### Cleaning in and around the Home - UK

“The average amount of time spent cleaning indoors each week has fallen since 2014, reflecting declining household sizes and an increased reliance on easy-to-use multipurpose products. Busy lives mean there is a balance to be struck between the amount of time it takes to clean and getting everything spotless, but ...

**July 2016****Air Care - UK**

"Value sales in the air care category have stalled somewhat, but market conditions look set to ensure it returns to growth. There is an appetite for innovation in the category, and potential for product development of more premium scents and formats to boost the market, building on the positive impact ...

**June 2016****Dishwashing Products - UK**

"The dishwashing category is in decline, with value sales impacted by the increasing influence of discounters and discount grocers, larger economy packs and the continuing development of all-in-one detergents. True innovation has continued to slow, suggesting that there is space for brands to reignite the category through development of brand ...

**May 2016****Consumers and the Economic Outlook: Quarterly Update - UK**

"Mintel's consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

**April 2016****Toilet Cleaning, Bleaches and Disinfectants - UK**

"The continued shift towards multipurpose cleaning products and low-cost bleach is affecting value sales in the toilet cleaning, bleaches and disinfectants category as consumers look to save money and space in the home. To combat this, branded bleaches and specialist toilet care brands must rethink how they can increase the ...

**March 2016**

### Hard Surface Cleaning and Care Products - UK

“The hard surface cleaning and care market is in decline, a result of competitive pricing and consumers relying on fewer multipurpose products. In a particularly price-sensitive category brands can look to add value by demonstrating how their products can save consumers time and effort while maintaining crucial efficacy.”

**February 2016**

### Household Paper Products - UK

“The increasing popularity of the discount retail sector, in particular the expansion of the German chains Lidl and Aldi, has negatively impacted value sales of household paper products in recent years by driving down household spend on the category. Whilst the essential nature of products in this market means that ...