

### December 2015

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

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

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#### Floor Cleaning and Care - UK

"Continuing innovation combined with a willingness among consumers to pay more for added features or buy secondary products in addition to their main vacuum cleaner have helped to drive strong growth in floor care sales. Cordless ranges have been a particular focus of NPD activity and have more room to ...

#### The Laundry Consumer - UK

"Washing and drying behaviour when doing the laundry can have a significant influence on usage of laundry detergents and fabric care products, with a number of elements of people's laundry routines interacting together to determine what products they buy. Key issues for consumers are performance, speed and energy efficiency, and ...