

## March 2012

### Bleaches and Disinfectants - UK

“With only a limited number of possible selling points for bleach, offering longer protection against germs is an important product differentiator for market-leading brand Domestos. But consumers also want bleaches to remove stains and limescale, so these aspects of the product (including added ingredients) could also be promoted more heavily ...

### 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 how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012

### Household Paper Products - UK

“While toilet tissue and kitchen towels have enjoyed recent increases in value sales driven by innovation and higher prices, the value of facial tissues market declined in 2011. Facial tissues compete with too many alternatives for blowing/wiping noses, so brands need to communicate more strongly the health and personal ...

## January 2012

### Cleaning the House - UK

“While the vast majority of people get satisfaction from seeing a clean and tidy home, most don't want their home to look akin to a show home. Promoting a homely rather than sterile look in advertising is therefore likely to appeal. This could include cleaning brands going beyond traditional messages ...