

March 2009

Market Re-forecasts - Health and Hygiene - UK

Mintel's re-forecasting puts markets in realistic light

Attitudes Towards Household Cleaning - UK

The economic downturn presents the household cleaning product market (valued at nearly £2.6 billion in 2008) and household cleaning appliances (£1.7 billion) with challenges and opportunities.

February 2009

Environmental Concerns in Household Cleaning - UK

Environmental issues are now a key part of the consumer psyche and thus cannot be ignored in any market sector. Major household cleaning manufacturers and retailers have responded to the challenge by making changes to such factors as packaging, energy usage and the sourcing of raw materials. There has also ...

Home and the Media - UK

There is increasing coverage of homes and gardens across a range of media, but home interest and gardening magazines are the primary source of detailed and in-depth content and they retain a particular importance since their readers are likely to be more interested than average in the topics.

January 2009

Clothes Washing Products - UK

The most prominent change in the UK's £1.2 billion laundry products market has been the switch from powdered formats to single-dose tablets or concentrated liquid detergents and gels. This is driven by innovation in liquid product formulae that work more efficiently at lower washing temperatures that help to save ...