

Dishwashing Detergents - UK - November 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

The market for dishwashing products includes two main kinds of products: detergents for hand dishwashing; and detergents for automatic dishwashers. Over 2005-10 the total market grew by 24% to reach £460 million.

Market growth has been driven by new product development and premiumisation in dishwashing detergents, particularly dishwasher tablets. As the number of households with dishwashers continues to grow, this will maintain a high level of demand for dishwasher detergents and ancillaries. Consumers are spending more of their spare time at home and many have opted to eat out less and dine at home more. This creates more dishwashing, both by hand and in automatic dishwashers.

What have we found out?

- A lack of loyalty and focus on value when buying dishwashing detergents is particularly evident among the under-25s: 58% switch brands when a special offer is available (5 percentage points above average) and 35% buy whatever's cheapest (10 percentage points above average). Breeding familiarity and affection is crucial to gaining long-term loyalty from this age group.
- TGI data reveal a steep decline in the proportion of 7-14s who regularly help out around the house: 58% of 7-14-year-olds surveyed in 2006 said they had participated in a chore in the last seven days; in 2010, this figure had halved to 29%. Brands could encourage children to take an interest, perhaps with a charitable link to help improve poorer children's quality of life, eg Water Aid.
- Almost half (46%) of those who buy dishwashing products agree that own-label dishwashing detergents are good value, but only a quarter usually buy them. The main weakness is performance, as three in ten do not think own-label products perform as well as the branded alternatives.
- Over many decades, Fairy Liquid has made a feature of its mild formula. These days, cosmetics manufacturers are taking softer skin to new levels with dermatological claims. Could washing-up brands expand into protective washing-up gloves impregnated with moisturisers or a washing-up after-care hand cream?
- Economic hardship has led to a change of heart about the environment. One 35-44-year old ABC1 male said in our online discussion group: "I am not too bothered about environmental concerns and they [environmentally-friendly dishwashing products] are overpriced and do not work as well as normal dishwasher products. It's just a fad, all the environmental talk and an excuse for us all to pay more for products."
- New and unusual fragrances are being introduced, especially in hand dishwashing products. These often accompany other claims, such as being kinder to hands or skin.

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