

Bleaches and Disinfectants - UK - March 2012

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“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, as well as a wider range of cleaning/disinfecting uses around the home.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What factors are having the biggest influence on sales?
- How are the major brands approaching these mature markets?
- How can companies drive growth in sales of bleach brands?
- How can disinfectant brands broaden their appeal?
- Will attitudes towards germs influence future sales?

Despite increased competition from other products for toilet cleaning and other cleaning jobs around the home, as well as declining volume sales, the market for bleach and disinfectant grew by 3% to reach £152 million in 2011. Although mature markets, bleaches and disinfectants still form an important part of the majority of consumers' usual repertoire of household cleaning products.

Opportunities for innovation in the market are limited compared with other areas of household care, but the principal germ-killing focus of the products still has strong resonance with consumers looking to maintain high standards of home hygiene. Given the growing number of competing cleaning products, however, increasing sales in both sectors will remain a big challenge.

This report profiles the market for two distinct sectors, namely:

- Bleaches, including thick and thin liquid bleaches and bleach sprays
- Disinfectants, including disinfectant liquids and sprays, and antiseptic disinfectant.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel's Household Goods deflator.

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