

Dishwashing Products - UK - April 2012

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“While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can manufacturers drive higher dishwasher penetration?
- Can detergent manufacturers further improve customer satisfaction?
- Can dishwasher users be persuaded to wash more by machine?
- What opportunities exist for adding value in washing-up liquids?

2011 was a difficult year for the dishwashing detergents market, with total sales up only marginally to £470 million and unit and volume sales declining significantly. The machine dishwashing segment of the market experienced a decline in sales due to a combination of aggressive retailer promotions on the leading brands and a dip in the proportion of people using dishwasher detergents.

This report looks at:

Hand dishwashing detergents:

- products formulated for dishwashing by hand, including regular and antibacterial variants
- pre-wash, spray-on products such as Fairy Power Spray.

Dishwasher detergents:

- products exclusively formulated for use in automatic dishwashers, including tablets/combo products, powders and liquids
- ancillaries or dishwasher additives including salt, rinse aids and dishwasher cleaners, fresheners and protection products.

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