

Household Paper Products - UK - February 2013

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"When shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product development. Consumers have shown themselves to be willing to pay a little bit more for these essentials if they think premium products offer them valuable benefits."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can toilet tissue brands encourage more trading up?
- What added benefits are most likely to appeal to shoppers?
- How can product substitution drive growth in kitchen towels?
- What can facial tissue brands do to increase usage?
- What impact are environmental issues having on the market?

Growth in the £1.81 billion household paper products market slowed down during 2012. A stronger performance by the leading brands shows consumers are still interested in products with added benefits, which were a key feature of launch activity during the year. Although household budgets are under pressure, shoppers are still prepared to pay a little bit more for products if they think they deliver value for money.

The importance to shoppers of getting 'value' when buying household essentials, even if they are cutting back on bigger items at the same time, has been reflected by more economy claims being made by new product launches, including larger packs and bigger rolls. Environmental claims have also become more prominent, although brands and retailers now recognise that consumers are less willing to pay more for environmentally friendly products than they used to be.

Products such as those with slimmer inner tubes and less packaging, and those made from recycled materials or bamboo, are therefore now often sold without a price premium, while jumbo rolls and thicker paper can also promote themselves as not just good value but better for the environment. Offering added product benefits that improve user satisfaction can also represent value to the consumer, so continued product development is vital to driving growth in sales.

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