

Toilet Cleaning - UK - October 2013

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"Toilet care has changed considerably – gone are the days when a bit of bleach down the toilet was enough. Through taking more of a cue from consumer wants and needs, brands in toilet cleaning and freshening could break the mould of the current model which offers choice but not originality."

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- How can brands encourage more frequent toilet cleaning to boost sales?
- In what ways can companies in the flush treatment sector overcome barriers to wider usage?
- What lessons can companies learn from people's toilet cleaning habits?
- What types of products offer potential for development?

The toilet care market is in decline, the struggle to gain momentum bears witness to challenging trading conditions for companies targeting this industry.

This report looks at factors underpinning market forces (competition from the more robust bleaches market, shifting consumer behaviours, advertising trends and the impact of the economic downturn), along with manufacturer and retailer efforts to harness or mitigate them, including product developments, marketing concepts and retailer initiatives.

Mintel also takes a view on the future of the market and what trends offer indicators for growth.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market