

# The Private Label Household Care Consumer - UK - April 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The finding that such large proportions of people have noticed improvements to own-label household care products in terms of quality and selection in recent years gives grounds for optimism, as does the number of people who think further improvements would tempt them to buy more own-label versions of products.”

– Richard Caines, Senior Household Care Analyst

## This report looks at the following areas:

- Why has private label not gained ground during the economic downturn?
- How can retailers overcome barriers to own-label sales growth?
- How can perceptions of own-label be changed to drive increased sales?

Private label household care products sales were down compared with 2012 as the value of own-label sales continued to be hit by heavy promotional activity by manufacturers of branded products in the sector. NPD activity continues to improve the own-label offer, but shoppers are spurning this for discounts on branded products.

The challenge is to grow own-label from its current share of the household care market, and to do this retailers need to further change perceptions of their own products. NPD needs to be more strongly communicated to shoppers to encourage them to take what they may see as a risk and switch to own-label from their favourite brands.

Lower prices are clearly not enough to increase market share in this market, especially if any savings are wiped out by offers on branded products, so own-label products need to also demonstrate more clearly and strongly that they measure up with the brands in terms of quality.

This report looks at the contribution of own-label in all the categories making up the private label household care market, where people buy own-label, what would encourage them to buy more and their perceptions of and attitudes towards the ranges currently on offer.

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## DID YOU KNOW?

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

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