

## Home Laundry Products - US - August 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“While overall sales of home laundry products remain weak, opportunities exist in all segments for brands that tap into the emotional importance that consumers place on getting the job done right.”

– John Owen, Senior Household Analyst

### This report looks at the following areas:

- For laundry detergent, getting smaller could be the way to grow
- Boosting sales of fabric care in a detergent-centric market
- A growing opportunity among aging boomers

Sales of home laundry products remain weak as consumers continue to take advantage of discounts and promotions and other ways to save money. Still, ample opportunities exist in the category for marketers and retailers that offer consumers ways to simplify the laundry process and improve results.

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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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## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### The market

##### Category sales slide continues

Figure 1: Total US sales and fan chart forecast of home laundry products, at current prices, 2009-19

#### Market segmentation

##### Largest segment faces the most pressure

Figure 2: Total retail sales of home laundry products, by segment, 2012 and 2014

#### Key players

##### Market share for top competitors changes little

Figure 3: Manufacturer sales of home laundry products, 2013 and 2014

#### The consumer

##### Liquid detergent still the go-to choice for most

Figure 4: Regular use of laundry products, April 2014

##### Stain-fighting power top priority for detergents

Figure 5: Laundry detergent attribute importance, April 2014

##### Feel and fragrance are defining attributes for fabric softeners

Figure 6: Fabric softener attribute importance, by gender and age, April 2014

##### Interest in convenience features increases with household size

Figure 7: Willingness to pay more for laundry product features, by household size, April 2014

#### Attitudes toward doing laundry

Figure 8: Attitudes toward doing laundry, any agree, April 2014

#### What we think

### Issues and Insights

For laundry detergent, getting smaller could be the way to grow

The issues

The implications

Boosting sales of fabric care in a detergent-centric market

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The issues

The implications

A growing opportunity among aging boomers

The issues

The implications

## Trend Application

Trend: FSTR & HYPR

Trend: Minimize Me

Trend: Many Mes

## Market Size and Forecast

Key points

Sales and forecast of home laundry products

Figure 9: Total US sales and forecast of home laundry products, at current prices, 2009-19

Figure 10: Total US sales and forecast of home laundry products, at inflation-adjusted prices, 2009-19

Weakness in overall market poised to continue

Figure 11: Total US sales and fan chart forecast of home laundry products, at current prices, 2009-19

Forecast methodology

## Market Drivers

Household income stabilizes but remains weak

Figure 12: Median household income in inflation-adjusted dollars, 2002-12

Economizing mindset and price promotions keep sales growth in check

Figure 13: Laundry detergent shopping behaviors, by household income, May 2013

Consumer confidence creeps up

Figure 14: Thomson Reuters/University of Michigan Index of Consumer Sentiment, 2009-14

Household growth slows, especially households with kids

Figure 15: Households, by presence of children, 2003-13

Population shifts make home laundry market more diverse

Figure 16: Households with children by race and Hispanic origin of householder, 2013

Figure 17: Population, by race and Hispanic origin, 2009-19

## Competitive Context

Sales edge up for environmentally friendly brands

Figure 18: MULO sales of select environmentally friendly home laundry products, 2009-14

Innovative packaging and products

Private label goes natural

Sales of homemade detergent ingredients continue to rise

Figure 19: MULO sales of select laundry products commonly used to make laundry detergent, 2009-14

## Segment Performance

Key points

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## Largest segment faces the most pressure

Figure 20: Total retail sales of home laundry products, by segment, 2012 and 2014

## Multiple factors contribute to decline in detergent sales

### Could more concentrated formulations give detergent sales a boost?

Figure 21: Total US sales and forecast of laundry detergent, at current prices, 2009-19

## Scent boosters continue to boost liquid fabric softener segment sales

Figure 22: Total US sales and forecast of liquid fabric softener, at current prices, 2009-19

## Bleach bounces back

Figure 23: Total US sales and forecast of bleach, at current prices, 2009-19

## Fabric care sales edge down

Figure 24: Total US sales and forecast of fabric care, at current prices, 2009-19

## Fabric softener sheet sales flat

Figure 25: Total US sales and forecast of fabric softener sheets, at current prices, 2009-19

## Retail Channels

### Key points

Drug stores build on a small base

### Sales of home laundry products, by channel

Figure 26: Sales of home laundry products, by channel, 2012 and 2014

### Long-term trend favors price- and value-driven channels

Figure 27: Sales of home laundry products, by channel, 2009-14

## Leading Companies

### Key points

P&G dominates top segments

Church & Dwight gains with value-priced brands

### Manufacturer sales of home laundry products

Figure 28: Manufacturer sales of home laundry products, 2013 and 2014

## Brand Share – Laundry Detergent

### Key points

Minimal share shifts mask intense competition and new product activity

P&G pushes unit dose form and revamped liquid line

Tide goes low with Simply Clean & Fresh

Church & Dwight gives OxiClean starring role in detergent segment

### Manufacturer sales of laundry detergent

Figure 29: Manufacturer sales of laundry detergent, 2013 and 2014

Figure 30: Key purchase measures for the top brands of laundry detergent, by household penetration, 52 weeks ending Dec. 29, 2013 (current) and Dec 29, 2012 (year ago)

## Brand Share – Liquid Fabric Softener

### Key points

P&G gets bounce from Downy and Gain scent boosters

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Snuggle launches unit dose scent boosters

Manufacturer sales of liquid fabric softener

Figure 31: Manufacturer sales of liquid fabric softener, 2013 and 2014

Figure 32: Key purchase measures for the top brands of liquid fabric softener, by household penetration, 52 weeks ending Dec. 29, 2013 (current) and Dec 29, 2012 (year ago)

## Brand Share – Bleach

Key points

Clorox sees bleach share slip as segment sales rebound

Private label and value-tier make gains

Manufacturer sales of bleach

Figure 33: Manufacturer sales of bleach, 2013 and 2014

Figure 34: Key purchase measures for the top brands of bleach, by household penetration, 52 weeks ending Dec. 29, 2013 (current) and Dec 29, 2012 (year ago)

## Brand Share – Fabric Care

Key points

OxiClean strengthens its position in a crowded segment

P&G combats OxiClean, extends beyond laundry room

Manufacturer sales of fabric care

Figure 35: Manufacturer sales of fabric care, 2013 and 2014

Figure 36: Key purchase measures for the top brands of fabric care, by household penetration, 52 weeks ending Dec. 29, 2013 (current) and Dec 29, 2012 (year ago)

## Brand Share – Fabric Softener Sheets

Key points

Private label continues to cut into brand sales

Manufacturer sales of fabric softener sheets

Figure 37: Manufacturer sales of fabric softener sheets, 2013 and 2014

Figure 38: Key purchase measures for the top brands of dishwashing liquid, by household penetration, 52 weeks ending Dec. 29, 2013 (current) and Dec 29, 2012 (year ago)

## Innovations and Innovators

Detergents dominate home laundry new product launches

Figure 39: Home laundry new product launches, by type, 2009-2014

Most detergent launches still in liquid form, but unit dose continues to gain

Figure 40: Laundry detergent new product launches, by form, 2009-2014

Packaging innovation

Laundry process innovation

Leveraging fragrance further

Arm & Hammer offers scents linked to national parks

P&G Sweet Dreams line an effort to make fragrance functional

Fragrance-free product represents first significant extension of Tide Pods line

## Marketing Strategies

Ads ask, why Tide Pods?

The power of multiple ingredients

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Figure 41: Tide Pods, "Three Things" TV spot, 2014

## Savings versus multiple products

Figure 42: Tide Pods, "Pop in Savings" TV spot, 2014

## No over-filling

Figure 43: Tide Pods, "Pop in Savings" TV spot, 2014

## Downy promotes dual usage of Unstopables and Infusions

Figure 44: Downy, "Mixmatched Girl" TV spot, 2014

## Downy base brand shifts to softness

Figure 45: Downy, "Irresistible Bed" TV spot, 2014

## "Tide that": an effort to extend brand beyond the laundry room

Figure 46: Tide Oxi, "Tide That" TV spot, 2014

## OxiClean extends into laundry detergent

Figure 47: OxiClean Laundry Detergent, "Shaking Up the Detergent Aisle" TV spot, 2014

## Responsibility for Doing Laundry and Shopping for Laundry Products

### Gender gap in laundry responsibility may be narrowing

Figure 48: Responsibility for doing laundry and shopping for laundry products, by gender and age, April 2014

## Usage of Laundry Products

### Key points

Liquid detergent still the go-to choice for most

Unit dose poised to overtake powder detergent

Scent boosters still have considerable upside

Fabric care products less likely to get regular use

Figure 49: Usage of laundry products, April 2014

Young adults use a wider array of laundry products

Figure 50: Regular use of laundry products, by gender and age, April 2014

Larger households use more varied line-up of products

Figure 51: Regular use of laundry products, by household size, April 2014

## Laundry Detergent Attribute Importance

### Key points

Stain-fighting power top priority for consumers

Cold water effectiveness a priority for many

Figure 52: Laundry detergent attribute importance, by gender and age, April 2014

Lower-income consumers especially interested in fragrance

Figure 53: Laundry detergent attribute importance, by household income, April 2014

## Fabric Softener Attribute Importance

### Key points

Feel and fragrance are defining attributes for fabric softeners

Duration of fragrance nearly as important as fragrance itself

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Figure 54: Fabric softener attribute importance, by gender and age, April 2014

Lower-income fabric softener users prioritize scent/fragrance

Figure 55: Fabric softener attribute importance, by household income, April 2014

## Interest in Laundry Product Features

Key points

Opportunities to differentiate in a variety of areas

Laundry process simplification

Deeper cleaning

Ingredient-specific benefits

Figure 56: Interest in and willingness to pay more for laundry product features, April 2014

Interest in convenience features increases with household size

Figure 57: Willingness to pay more for laundry product features, by household size, April 2014

## Attitudes toward Doing Laundry

Key points

Time-savings and convenience hold strong appeal

For many, detergent alone is effective enough

Doing laundry still a source of emotional satisfaction

Figure 58: Attitudes toward doing laundry, April 2014

Women 18-54 more emotionally engaged in laundry

Figure 59: Attitudes toward doing laundry, strongly agree, by gender and age, April 2014

## Race and Hispanic Origin

Blacks, Hispanics more likely to use powder detergents, liquid fabric softeners

Figure 60: Regular use of laundry products, race/Hispanic origin, April 2014

Power to remove tough stains a priority in all groups

Figure 61: Laundry detergent attribute importance, by race/Hispanic origin, April 2014

Fragrance a key priority for Black and Hispanic fabric softener users

Figure 62: Fabric softener attribute importance, April 2014

Blacks, Hispanics willing to pay more added-value features

Figure 63: Willingness to pay more for laundry product features, by race/Hispanic origin, April 2014

Black consumers take pride in laundry knowhow

Figure 64: Attitudes toward doing laundry, any agree, by race/Hispanic origin, April 2014

## Consumer Segmentation

Figure 65: Cluster groups, April 2014

Practicals

Demographics

Approach to laundry

Opportunity

Disengageds

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## Demographics

Approach to laundry

Opportunity

Super Washers

Demographics

Approach to laundry

Opportunity

## Cluster characteristic tables

Figure 66: Attitudes toward doing laundry, any agree, by cluster groups, April 2014

Figure 67: Attitudes toward doing laundry, any agree, by cluster groups, April 2014

Figure 68: Responsibility for doing laundry and shopping for laundry products, by cluster groups, April 2014

Figure 69: Regular use of laundry products, by cluster groups, April 2014

Figure 70: Laundry detergent attribute importance, by cluster groups, April 2014

Figure 71: Fabric softener attribute importance, by cluster groups, April 2014

Figure 72: Willingness to pay more for laundry product features, by product preference groups, April 2014

## Cluster demographic tables

Figure 73: Cluster groups, by demographic, August 2013

## Cluster methodology

## Custom Consumer Groups

### Product preference groups

Naturalists use variety of products, opportunity for eco-friendly laundry regimen

Figure 74: Regular use of laundry products, by product preference groups, April 2014

All-in-Ones value cleaning performance

Figure 75: Laundry detergent attribute importance, by product preference groups, April 2014

Power Seekers value sensory benefits as well

Skin-friendliness important to Naturalists

Figure 76: Fabric softener attribute importance, by product preference groups, April 2014

## Appendix – Other Useful Consumer Tables

### Responsibility for doing laundry and shopping for laundry products

Figure 77: Responsibility for doing laundry and shopping for laundry products, by household income, April 2014

Figure 78: Responsibility for doing laundry and shopping for laundry products, by household size, April 2014

Figure 79: Responsibility for doing laundry and shopping for laundry products, by race/Hispanic origin, April 2014

### Regular use of laundry products

Figure 80: Regular use of laundry products, by household income, April 2014

### Laundry detergent attribute importance

Figure 81: Laundry detergent attribute importance, by household size, April 2014

### Fabric softener attribute importance

Figure 82: Fabric softener attribute importance, by household size, April 2014

### Willingness to pay more for laundry product features

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Figure 83: Willingness to pay more for laundry product features, by gender and age, April 2014

Figure 84: Willingness to pay more for laundry product features, by household income, April 2014

### Attitudes toward doing laundry

Figure 85: Attitudes toward doing laundry, any agree, by household income, April 2014

Figure 86: Attitudes toward doing laundry, any agree, by household size, April 2014

### Appendix – Information Resources Inc. Builders Panel Data Definitions

Information Resources Inc. Consumer Network Metrics

### Appendix – Trade Associations

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