

# Household Paper Products - UK - February 2015

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

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“Paper products suffer from being seen as commodity items that are bought mainly in response to special offers and finding the cheapest price, making sales growth difficult to come by.”

– Richard Caines, Senior Household Care Analyst

## This report looks at the following areas:

- Opportunities for driving more usage of kitchen roll
- Overcoming barriers to usage of moistened toilet tissue
- Benefits and features most likely to add value to market

Retail value sales of household paper products stood at almost £1.8 billion in 2014, a fall of just over 1% in comparison with 2013. Over the last two years the retail market for household paper products has been hit by declining volume sales and increased price competition between retailers, including from the advancing discounters. Shoppers have been buying better quality paper and more products in bulk, with the strong performances of the brand leaders in toilet tissue and kitchen roll proof of trading up and in contrast to the overall performance of these two categories.

Moistened toilet tissue still represents only 3% of the toilet tissue market, but has seen strong growth in total sales as usage gradually increases and more variants are launched onto the market, and has further potential as a complementary product for improving intimate hygiene. Sales of kitchen roll have held up better than toilet tissue and benefit from having a wider range of uses, while sales of facial tissues suffered from mild weather in 2014 and need to increase usage outside the cold and flu season.

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