

Shopping for Household Care Products - UK - July 2015

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

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“Competition for spending in the household care market has been increasing, with the growth of discount retailers as a source of purchase posing a threat to the dominance of the big four supermarkets. Promotional offers will therefore remain a key weapon in the battle to retain customer loyalty, including those that encourage shoppers to expand their repertoire of household care products.”
– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Boosting loyalty to own-label ranges
- Lessons from household care shopping behaviour
- Store features or services most likely to maximise appeal

The household care market is a mature and needs-driven market. However, whilst the big four supermarkets currently account for the lion's share of sales, the retail landscape is shifting under increased pressure from the rapid growth of discount retail chains, diluting future growth.

From the consumer's perspective, shopping for household care products is mostly about finding a convenient store and low prices on the products they want to buy. This is reflected in people's reasons for choosing the store they use most often, their shopping behaviour and the store features they are most interested in. It also means attractive pricing needs to form an integral element of most retailer opportunities, including own-label development, in-store displays and loyalty initiatives.

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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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