

# Household Paper Products - UK - February 2016

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

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“The increasing popularity of the discount retail sector, in particular the expansion of the German chains Lidl and Aldi, has negatively impacted value sales of household paper products in recent years by driving down household spend on the category.”

– Jack Duckett, Consumer Lifestyles Analyst

## This report looks at the following areas:

- The impact of the expanding discount market
- Engaging consumers with environmental claims
- Lack of innovation undermines sales growth

Whilst sales in the household paper products market benefit from some insulation due to the essential nature of the toilet tissue sub-category, value sales of household paper products have continued to decline in recent years, falling 1.4% between 2014-15, to £1.41 billion.

Whilst the essential nature of products in this market means that consumers are likely to always be heavily influenced by price, brands can breathe new life into the category by further investing in NPD, encouraging consumers to trade up to added-value products.

Whilst the essential nature of products in this market means that consumers are likely to always be heavily influenced by price, further investment in NPD could breathe new life into the category, encouraging consumers to trade up to added-value products.

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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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