

## Dishwashing Products - UK - June 2016

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

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“The dishwashing category is in decline. True innovation has continued to slow, suggesting that there is space for brands to reignite the category through development of brand new products and a focus on fragrance innovation.”  
– Richard Hopping, Brand and Household Analyst

### This report looks at the following areas:

- Denting the dominance of Finish and Fairy
- Encouraging more frequent dishwasher usage
- Adding tangible benefits to washing-up liquids

The rise of the discount grocers and subsequent competitive pricing from supermarkets continues to contribute to a dishwashing products market that is in decline: value sales fell by almost 3% in 2015 to £482 million, with a further drop to £468 million expected for 2016.

Leading brands Fairy and Finish were particularly active in 2015, boosting overall category NPD and advertising spend. However, the category could benefit from increased competition from challenger brands to keep consumers engaged, such as by offering greater focus on fragrance innovation in both machine- and hand dishwashing segments.

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The implications

#### Adding tangible benefits to washing-up liquids

The facts

The implications

### The Market – What You Need to Know

Dishwashing category in decline

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Sales of machine dishwashing products fall at slower rate  
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## Companies and Brands – What You Need to Know

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Purchase lower than usage

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Branded washing-up liquids hold more sway than dishwasher detergents

Traditional fragrances favoured but scope for deeper exploration

### Usage of Dishwashing Products

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