

## Toilet Cleaning, Bleaches and Disinfectants - UK - April 2017

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“Dettol’s launch of a spray format has added versatility and convenience to disinfectants, and has rejuvenated the segment as a consequence. Prominent product launches and advertising campaigns from Bloo and Duck have also shown that there is potential for value growth within the toilet cleaning segment, despite an overall decline in the category for the third year in a row.”

– **Richard Hopping, Brand and Household Analyst**

This report looks at the following areas:

- **The rejuvenation of disinfectants**
- **Boosting innovation in toilet cleaning, bleaches and disinfectants**

Value sales across toilet cleaning products, bleaches and disinfectants have declined for the third year in a row as savvy shopping and a preference for multipurpose cleaning products continued to make their mark. However, the disinfectants segment has been rejuvenated by the launch of Dettol’s All-in-One Disinfectant Spray, which adds versatility and convenience compared to standard disinfectants, and has contributed to more regular usage among disinfectant users.

Similarly, brands including Bloo and Duck have increased their market share in the toilet cleaning segment on the basis of prominent product launches and advertising campaigns. Brands that can offer consumers something new, or that remind consumers of their benefits, are still capable of creating value sales growth in spite of the overall decline in the category.

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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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The implications

Boosting innovation in toilet cleaning, bleaches and disinfectants

The facts

The implications

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Key to show functional aspects in advertising

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Key to show functional aspects

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