

Shopping for Household Care Products - UK - September 2019

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Breaking premeditated shopping habits to encourage impulse
- Making the most of the online potential

Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for household care products can be a fun, impulsive experience. Online shopping, without the limitations of physical store environments, may be a way to do this.

Contextual shopping will also be key. Aligning technological advancements with social media means that more shoppers will be able to buy on the spur of the moment, taking them away from simply making the same old planned purchases. This will be a crucial way for smaller brands to grow, and could potentially encourage more purchases of products on the basis of their interesting and engaging format or scent, rather than because it is a usual product that needs replacing.



“Shopping for household care products is largely planned in advance, and is done alongside groceries. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for household care products can be a fun, impulsive experience.”

– Richard Hopping, Senior Brand and Household Analyst

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