

Dishwashing Products - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- Environmental focus needed in the dishwashing category
- Opportunities for brand extensions in the hand dishwashing category
- Advice on maximising dishwasher performance can benefit both brands and consumers

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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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Opportunities for brand extensions in the hand dishwashing category

The facts

The implications

Advice on maximising dishwasher performance can benefit both brands and consumers

The facts

The implications

The Market – What You Need to Know

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Grocers dominate sales of dishwashing products

Dishwasher ownership rises

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- Procter & Gamble and Reckitt Benckiser continue to dominate sales
- Hand dishwashing products retain their lead on launch activity in 2018
- Advertising spend falls in 2018
- Fairy is the most widely seen as high quality, efficient and effective

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The Consumer – What You Need to Know

- Usage of washing-up liquid is near universal
- All-in-one tablets/capsules are the most widely used dishwasher product
- Consumers' washing up habits give opportunities for brand extensions
- Majority of dishwasher owners wait until the machine is full before using
- Four in 10 users have reduced their water usage

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- Give people a better idea of how much water is really needed for washing up
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- 14% have reduced their usage of washing up/dishwasher products
- Few people use products with eco-friendly formulas

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Abbreviations

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