

Laundry Detergents, Fabric Conditioners and Fabric Care - UK - October 2019

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

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“Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry less often.”

– **Emilia Tognacchini, Junior Research Analyst**

This report looks at the following areas:

- Boosting health credentials of laundry products
- Differentiating scent in laundry
- Skin-focused and eco-friendly detergents increment share of sales
- Wash treatments: a prosperous category
- Winds of change in the gender gap
- Laundry frequency shows sign of decline

The sector remains price-driven, which is a core challenge for brands looking to improve their performance. However, potential remains for a growing focus on products promoted as being skin-focused and allergy-tested, produced in line with consumers’ growing environmentally-friendly attitude, and formulated to help consumers reduce laundry frequency and preserve the life of clothing

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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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