

## Toilet and Hard Surface Care - UK - May 2019

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

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“Consumers are showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand.”

– Hera Crossan, Research Analyst

This report looks at the following areas:

- Sustainable packaging on the rise as consumers look to reuse and refill
- Differentiating eco-friendly brands from eco-friendly products

There has been a fifth consecutive year of decline in the toilet and hard surface care market, with value sales decreasing by a further 1.4% to £545 million in 2018. The long-term nature of this decline is now also reflected in falls in NPD in the category as well as significant reductions in adspend by major brands as they seek margin headroom.

Consumers having been showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand. Brands introducing a premium element to their products have also seen success, suggesting that there is still room to target those who want superior products.

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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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Sustainable packaging on the rise as consumers look to reuse and refill

The facts

The implications

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The facts

The implications

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Consumer confidence in multipurpose damages specialists

Reduced, recycled packaging is becoming a condition of purchase

Consumers seek multipurpose for convenience

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