

Dishwashing Products: Inc Impact of COVID-19 - UK - July 2020

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This report looks at the following areas:

- The impact of COVID-19 on the dishwashing products market
- How the market will fare post-COVID-19
- The value of dishwashing segments and brand performance in 2019
- Launch activity opportunities for 2020 and beyond
- Usage of dishwashing products and factors influencing purchase in the last 12 months
- Changes in usage of dishwashers and the reasons why
- Attitudes towards washing up by hand

The machine segment has been the driving force in the dishwashing products category, underpinned by 19% of dishwasher owners increasing their usage of their appliance compared with a year ago.

However, COVID-19 has given a much-needed boost to the dishwashing products category in general, with consumers forced to stay at home and prepare more meals in their own kitchens. Increased dishwashing occasions will ensure that sales of both hand and machine segments experience significant growth in 2020; whilst a recession is impending, overall demand will largely counteract any trading down that may occur.

The category will still face challenges though. As dishwasher ownership is largely defined by comfortable financial situations, this is likely to plateau – if not fall – over the coming year. As such, machine dishwashing brands will potentially have a smaller base of people buying their products. In addition, as with any household care category, dishwashing is heavily influenced by price, which will create some drift towards own-label.

But consumers are also focused on product quality, so there are opportunities for premium brands to appeal to consumers on added value, like superior cleaning performance or products that last longer. New habits will emerge from the lockdown phase of the pandemic and hand dishwashing brands in



"The dishwashing products category has been boosted by COVID-19, after a significant decline in 2019. The impending recession won't halt overall demand, and consumers staying at home more will ensure that demand counteracts much of the trading down that occurs during the remainder of 2020."

Richard Hopping, Global Household Care Analyst, 21 July 2020

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particular can try to align with these new behaviours, for example through creating occasions for consumers to de-stress, or aiding younger consumers to develop home cooking skills.

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