

Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK - October 2020

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“Sales of laundry products remain on a similar course to pre-COVID-19, but the pandemic has created new opportunities. Cautious consumers will consider hygiene claims appealing and on-the-go sanitising sprays will particularly resonate with consumers when their routines return to something like normal.”

– Richard Hopping, Global Household Care Analyst – 13 October 2020

This report looks at the following areas:

- The impact of COVID-19 on the laundry market
- Launch activity and innovation opportunities for 2021 and beyond
- Laundry frequency, and change in laundry frequency compared to a year ago
- Reasons behind changes in laundry frequency
- Interest in on-pack claims for laundry products
- Attitudes towards doing the laundry and laundry products
- Laundry behaviours

Value sales of the laundry category are expected to fall by 0.7% to £1.53 billion in 2020, continuing the decline seen in the market pre-COVID-19. Despite the fall in sales, 19% of adults who do laundry say they have increased their laundry frequency. Discounting and bulk buying - particularly during the stockpiling phase in February and March - have therefore had a particular impact on sales for the rest of the year.

The economic impact of COVID-19 has yet to be fully felt. In 2021, sales of more discretionary products may dip as cautious spenders reassess what products are truly necessary. This may encourage a shift towards own-label, impacting upon the usual reliance that consumers place on branded products in this market.

However, COVID-19 also offers brands opportunities to appeal to consumers in new ways. Brands can leverage the rise in hygiene-related behaviours to push a more health-focused approach to laundry. While usage of antibacterial laundry cleansers and washing machine cleaners has not yet increased markedly, higher sales indicate that health-conscious consumers are using them more regularly. On-the-go sanitising products will help to reassure consumers that they are limiting their chance of being exposed to the virus, particularly as their routines return to something more like normal.

Similarly, face masks offer a chance to differentiate product ranges. Introducing scented products that can make wearing a mask more pleasant or working with dermatologists to create products that minimise facial skin irritations will appeal to a new target audience.

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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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