

Toilet and Hard Surface Care - UK - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on the toilet and hard surface care market
- Launch activity and innovation opportunities for 2021 and beyond
- Preferences towards toilet and hard surface care products and formulas
- Locations of in-store and online purchases for toilet and hard surface care products
- Interest in advertising features
- Behaviours around toilet and hard surface care products
- Attitudes towards toilet and hard surface care products.

In 2020, the coronavirus outbreak and introduction of lockdown periods translated into 29% growth in value sales of toilet and hard surface care products. However, while usage of formulas with proven germ-fighting effects like bleach and disinfectants was driven by hygiene-related concerns, the rise in usage of homecare formulas like toilet gels and multipurpose cleaners is ascribable to a change in lifestyle thanks to a surge in home cleaning occasions.

Although cleaning occasions are expected to diminish as consumers return to spending more time outdoors and away from home, Mintel expects that the home environment will continue to play a central role in people's lives. However, fickle consumer confidence indicates that own-label and budget alternatives can become more appealing to consumers, particularly in a strongly price-driven market. Of all consumers, 54% agree that it is hard to see a difference in quality between own-label and branded products.

The disruption created by the coronavirus outbreak led consumers to become more familiar with online shopping practices. Mintel's consumer research shows that 33% of surface cleaning products shoppers have bought toilet and hard surface care products online in the last six months, rising to 41% among 16-34s. This gives brands the opportunity to explore DTC initiatives to drive online sales through their own channels and moderate their reliance on third-party



"The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market."

– **Emilia Tognacchini, Brands and Household Care Analyst**

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distribution centres. For example, in 2020 Unilever launched its Lever Direct website where consumers can purchase Unilever's toilet and hard surface care brands like Cif and Domestos in addition to other household care labels.

As homecare brands remain in the spotlight and environmental sentiments strengthen, consumers will become more curious about household care companies' practices and will demand more transparency. Of all adults, 60% agree that manufacturers should provide clearer information about their production methods. While on-pack certifications help consumers to better navigate the vast offering in toilet and hard surface care, campaigns that illustrate different production stages and the human expertise behind new launches can help brands provide clearer answers to consumers and become a reference point for innovation and positive change.

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