

# Dishwashing Products - UK - May 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the dishwashing products market including machine dishwashing products, hand dishwashing products and machine dishwashing ancillaries.
- The value of individual dishwashing segments and brand performance in 2019 and 2020.
- Launch activity and opportunities for innovation in dishwashing products category.
- Advertising and marketing activities in dishwashing category during 2020.
- Usage of dishwashing products and factors influencing purchase in the last 12 months.
- Consumer interest in new innovations in hand dishwashing segment.
- Consumer behaviour and attitudes towards purchase and usage of dishwashing products.

Consumer behaviour around usage of dishwashers illustrates the lack of clarity on the process of dishwashing. While 42% of consumers who have used dishwashing products in the last 6 months have run the dishwasher at eco-friendly/energy saving settings, 39% always pre-rinse items before putting them in the dishwasher. These two behaviours contradict each other as pre-rinsing reduces the efficiency of dishwashers and contributes towards greater water usage than necessary.

According to the UK government's roadmap, the successful implementation of the vaccination program and easing of restrictions will return some level of normalcy to consumer lifestyles and the dishwashing market will slowly start its journey towards stabilisation. Within the UK, it is expected that flexible working patterns enforced by the pandemic will stick around for the longer term, thereby creating more cooking and washing-up occasions compared to before the pandemic, eventually keeping demand for dishwashing products at a higher level than before.



"While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic."

– Arpita Sharma, Global Household Analyst

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Consumers are beginning to get more confident about their financial situation. A significant number of consumers believe that financially they will be OK for the next year or so. However, some of the optimism around financial health has been triggered by the numerous economic support measures put in place by the UK government that have kept many consumers from additional financial pressures. Once the furlough scheme ends and the job market has a clearer picture, consumers may become more cautious in their spending. Brands will have to fight price sensitivity by countering it with much needed innovations and stories around them.

As the impact of the pandemic diminishes, environmental concerns will come to the forefront. Consumers will reach out for brands that are highly engaged in climate and sustainability initiatives. Brands have an opportunity to work towards an eco-friendlier version of themselves using product innovations, process improvements and marketing campaigns around environmental issues.

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