

Laundry Detergents, Fabric Conditioners and Fabric Care - UK - 2022

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Performance of the market following the easing of COVID-19 restrictions and expected impact on sales of the rising cost of living
- New launch activity and product concepts of interest, as well as attitudes towards selected brands
- Who is doing the laundry and the frequency that laundry is undertaken in the home
- Which products are being used in the laundry and fabric care category
- The biggest frustrations that consumers experience when doing the laundry at home
- New laundry behaviours adopted in reaction to the rising cost of living
- Consumer attitudes towards laundry and fabric care products

In the last six months, 23% of laundry product users/buyers have used the eco-wash machine setting more frequently to save money. While this reflects consumers' value-focused mindset triggered by the cost of living crisis, the earth-friendly aspects of emerging laundry behaviours give brands the opportunity to align value propositions more closely with sustainability goals and to position green claims and messaging in new ways. For example, fabric care brand Dylan stresses the money and environmental benefits offered by mixed loads.

Although higher prices per unit will counterbalance the impact of savvy shopping choices, economic uncertainty will increase the proportion of consumers looking for ways to reduce their household budget regardless of their financial situation.

This means that, more than ever, brands face a challenge to effectively communicate the unique value they offer to prevent consumers from trading down and reducing the repertoire of laundry products bought. Fabric conditioners with added functionalities, such as odour removal or water-softening powder, or campaigns that showcase how investing in high-quality



"The present cost of living crisis is encouraging consumers to embrace value-driven laundry practices and shopping choices regardless of their financial situation."
 - Emilia Tognacchini, Senior Household Care and Brand Analyst, September 2022

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laundry products today means longer life for fabrics, can help brands remain relevant with consumers.

Although the current cost of living crisis is putting value in the spotlight, brands still have room to leverage products' green credentials to support a premium positioning. Transparent messaging aimed at informing consumers about production methods and using the positive impact of new technologies and launches will resonate with the 38% of laundry product users/buyers who agree that it is worth paying more for laundry products with proven environmental benefits.

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