



Toilet and Hard Surface Care - UK - 2022

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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 2022 and beyond
- Usage of toilet and hard surface care products
- Locations of usage of hard surface cleaning products
- Interest in toilet and hard surface care products
- Behaviours around toilet and hard surface care products
- Attitudes towards toilet and hard surface care products.

Brands still have the chance to build on the exposure acquired during the coronavirus pandemic via NPD and projects that tap into healthy and sustainable lifestyles. At the same time, the boom in online retailing means that brands can explore multiple strategies to reach new audiences and penetrate the market.

Of all hard surface care product users/buyers, 29% say that home hygiene is less of a priority for them now that it was a year ago. While this reflects the emerging status quo, where coronavirus-related concerns have a less significant impact on consumers lives and habits, it will also urge toilet and hard surface care brands to create associations beyond home hygiene to continue to build on the exposure acquired during the coronavirus pandemic. For example, Dettol has become the official hygiene partner of The Football Association, while SC Johnson teamed up with Liverpool Football Club.



"As focus on home hygiene diminishes, consumer priorities will shift and topics such as the environment and wellbeing will acquire new relevance."

- Emilia Tognacchini, Senior Household Care and Brands Analyst, March 2022

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