

# Household Paper Products - UK - 2023

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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 due to the rising cost of living.
- New launch activity and product concepts of interest, as well as attitudes towards selected brands.
- Trends in usage and purchases of household paper products compared with previous years.
- The most influential factors behind purchases of toilet paper and facial tissues.
- Interest in trying and willingness to pay more for household paper innovations.
- New household paper behaviours that have been adopted in reaction to the rising cost of living.
- Consumer attitudes towards household paper products.

Due to the rising cost-of-living crisis, 26% of household paper product users/buyers have reduced their overall usage of kitchen rolls and 16% their overall usage of toilet paper in the last six months to December 2022. Given that household paper products are generally seen as essential goods, these changes in consumption showcase the tangible impact of inflationary pressures and squeezed household incomes on consumer behaviour.

While lower engagement with the category is compensated by higher prices per unit and adoption of shrinkflation initiatives, consumers from all socio-economic groups and financial situations have embraced savvier purchasing and consumption behaviours.

This makes it vital for brands to invest in campaigns aimed at promoting customer retention, tapping into ideas around value and signposting branded offerings' original features compared to own-label options. Facial tissues with added health benefits, toilet paper with unclogging properties or reusable



"Inflationary pressures and squeezed household incomes are leading consumers from all financial situations to use household paper products in greater moderation and switch towards lower-priced options."

- Emilia Tognacchini,  
Principal Household Care  
and Brand Analyst, January  
2023

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kitchen rolls infused with cleaning solutions represent a few ideas that appeal to consumers and that brands can explore to justify higher price points.

Now more than ever, value is seen as a priority, and low prices are catching consumer attention. However, the sensations and feelings experienced while using toilet paper and facial tissues influence and drive purchases more than brand name or functional and eco-friendly features. Brands that offer consumers the best sensorial experience and support launches with campaigns that highlight physical emotions will have a better chance to stand out and stimulate spend.

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