

Dishwashing Products - UK - 2023

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This report looks at the following areas:

- The outlook for the dishwashing products category given ongoing financial concerns.
- Opportunities to create value through product innovation.
- Dishwasher ownership and prospects for further penetration.
- The products people use to wash dishes.
- How people are changing their dishwashing behaviour to save money.
- Interest in dishwashing product innovation.
- Attitudes towards washing the dishes and dishwashing products.

In the face of financial concerns, consumers have sought to change their dishwashing behaviours – in particular, dishwasher owners have been looking to use their machines in a more considered and responsible way. 44% say they have avoided running the machine half empty, while 27% have used the eco setting on the machine more frequently.

Such changes in behaviours have merged with savvy shopping habits and a return to more regular working situations, all of which have contributed towards a 5% decline in value sales within the machine dishwashing segment. By comparison, consumers have been more exposed to inflationary pressures in the hand segment, leading to a near 10% increase in value sales.

Across both segments, people are looking to try and reduce their usage of products, which has the potential to contribute towards limited growth in sales over the next five years. The challenge for brands will be to encourage greater and more frequent usage once financial concerns have diminished somewhat – if consumers believe that their behaviours adopted to save money have not contributed towards a worse dishwashing experience, there will be limited incentive to go back.

That said, changing behaviours will provide opportunities. Products across the dishwashing landscape that help conserve water and boost energy efficiency



“The performance of the hand dishwashing segment has prevented the overall market from slipping into decline. More considered usage of the dishwasher, combined with savvy shopping habits, has significantly impacted sales of the higher value machine dishwashing product segment.”

– **Richard Hopping, Director of Household Care Insights, EMEA**

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will drive future growth in the category, which will create ways for brands to add value through superior performance and convenience – two critical factors that consumers are willing to pay for, even if they are being financially cautious.

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Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report
- Hand washing detergent
- Dishwasher detergent
- Excluded

EXECUTIVE SUMMARY

- **The five-year outlook for dishwashing products**
Figure 1: Category outlook, 2023-27
- **The market**
- **Limited growth expected over the next five years**
- **Penetration of dishwashers is growing, but slowly**
- **Efficiency around energy and water can drive success**
Figure 2: Market forecast for dishwashing products, 2022-27
- **Hand dishwashing prevents overall decline**
Figure 3: UK retail value sales of dishwashing products, by segment, 2020-22
- **Companies and brands**
- **Big players impacted by falling sales in the auto segment**
Figure 4: Leading brands' sales and shares of the UK machine dishwashing products market, by value, 2023
- **Fairy registers double digit growth within hand dishwash segment**
Figure 5: Leading brands' sales and shares of the UK hand dishwashing products market, by value, 2023
- **The consumer**
- **Washing-up liquid's omnipresence means brands need to differentiate to gain attention**
Figure 6: Usage of washing-up in the last six months, by age, 2023
- **Dishwasher owners are currently optimising their cycles**
Figure 7: Frequency of dishwasher usage, 2022-23
- **The convenience of monodose formats appeals to consumers**
Figure 8: Dishwasher product usage, 2021-22-23
- **Packaging designs to ensure no waste can add extra value**
Figure 9: Purchasing interest in washing-up and dishwasher product ideas, 2023
- **Consumers looking to save money through at-home dishwashing behaviours**

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Figure 10: Dishwashing behaviours adopted in the last six months to save money, 2023

- **Washing-up liquids now have an expanded purpose**

Figure 11: Attitudes towards dishwashing products, 2023

ISSUES AND INSIGHTS

- **Dishwasher detergents take the brunt of the hit to performance**
- **Water consumption will come under greater scrutiny**

MARKET SIZE AND PERFORMANCE

- **Inflationary impact negated by attempts to save money**
Figure 12: Market size for dishwashing products, 2018-22
- **Hand dishwashing prevents the overall category declining**

MARKET FORECAST

- **Dishwashing products likely to experience limited growth over the next five years**
Figure 13: Category outlook, 2023-27
- **Savvy shopping and considered usage of the dishwasher is influencing market performance**
- **Penetration of dishwashers is growing, but slowly**
- **Efficiency around energy and water can drive success**
Figure 14: Market forecast for dishwashing products, 2022-27
- **Learnings from the last income squeeze**
- **Forecast methodology**

MARKET SEGMENTATION

- **Hand dishwashing prevents overall decline**
Figure 15: UK retail value sales of dishwashing products, by segment, 2020-22
- **Machine detergents suffer from considered usage of the dishwasher**
Figure 16: UK retail value sales of machine dishwashing products, by segment, 2020-22

CHANNELS TO MARKET

- **Discounters come to the fore for homecare products**
Figure 17: UK retail value sales of dishwashing products, by outlet type, 2020-22
- **Desire to buy alongside groceries ensures multiples maintain share**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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MARKET DRIVERS

- **Inflation will continue to eat into consumer spending power over the course of 2023**
- **High inflation and rising interest rates will compound the impact of the slowing recovery**
- **Consumer spending power will be curbed**
- **Consumers prioritise hand dishwashing products over machine products**

Figure 18: Spending priorities given to different household care products, 2023

- **Consumers’ financial wellbeing has fallen from the highs of 2021...**

Figure 19: Household financial wellbeing index, 2016-23

- **...and most people are feeling the effects of price rises**
- **Dishwasher ownership shows slight uptick**

Figure 20: Dishwasher ownership, 2020-23

- **Energy efficiency comes further into the spotlight**
- **Green sentiments focus on water-related issues**

MARKET SHARE

- **Big players affected by auto dishwashing sales decline**
- **Fairy registers double digit growth within hand dishwash segment**
- **Own-label benefits from trading down in the hand dishwashing segment**

Figure 22: Leading brands’ sales and shares of the UK hand dishwashing products market, by value, 2020-22

LAUNCH ACTIVITY AND INNOVATION

- **Brands increase emphasis on new product innovation**
- **Greater focus on product rather than packaging compared to previous years**

Figure 23: Share of NPD in the UK dishwashing products market, by sub category, 2019-23

- **Fairy invests in range extension of Max Power range**

Figure 24: Share of NPD in the UK dishwashing products market, by launch type, 2019-23

- **Ecover packaging signposts product value**

Figure 26: Ecover Lemon & Aloe Vera Washing-Up Liquid features a new packaging design, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- Reckitt’s drives on-pack ingredient disclosure**
 Figure 27: Reckitt’s on-pack information about ingredients and their usage, 2023
- Niche players blend format with botanical ingredients**
 Figure 28: Examples of new product launches in tablet format carrying botanical/ herbal claim, 2022
- Sustainability continues to be the centre point of innovation**
 Figure 29: Top 10 claims in the UK dishwashing product market, by leading claims in 2021-22
- Brands focus more on sustainable sourcing**
 Figure 30: Ethically sourced ingredients claim mentioned on pack, 2022-23
- Brands increase focus on ease of use and convenient packaging**
 Figure 31: Examples of new product launches carrying the ease of use claim and convenient packaging designs, 2022-23
- Opportunities to communicate eco-friendliness via formulas**
 Figure 32: Example of new product launches carrying the herbal/botanical claim, 2022-23
- Private labels focus NPD in the hand dishwashing segment**
 Figure 33: Share of NPD in the UK dishwashing products market, branded vs private label, 2019-23
- Private label promotes value-oriented offering**
 Figure 34: Private Label launches carrying value and eco-friendly claims, 2022-23
- P&G aligns launches with adspend**
 Figure 35: Share of NPD in the UK dishwashing products market, by ultimate company, 2022
- P&G seeks to emphasise product efficacy**
 Figure 36: Fairy’s NPD with efficacy as added value, 2022-23
- Fairy stands out with its support to social causes**
 Figure 37: Fairy’s washing up liquid and dishwashing tablets featuring Spread the Love campaign, 2022
- New product innovations to differentiate from competition**
 Figure 38: New product launches by known brands stand out with unique innovations, 2022-23

ADVERTISING AND MARKETING ACTIVITY

- Advertising spend declines, and shifts towards dishwashing ancillaries**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 39: Total above-the-line, online display and direct mail advertising expenditure on dishwashing products, by segment, 2021-2023

Figure 39: Total above-the-line, online display and direct mail advertising expenditure on dishwashing products, by top advertisers, 2022

- Finish promotes use of ancillary dishwashing products**

Figure 40: Finish's Dishwasher Cleaner Campaign, 2022

Figure 41: Finish's Rinse and Shine Aid spotty glasses advert, 2022

- Television acts as primary media for advertising dishwashing products**

Figure 42: Total above-the-line, online display and direct mail advertising expenditure on dishwashing products, by media type, 2019-23

- Finish addresses water concerns**

Figure 43: Finish promotes "Journey of Water" campaign through gaming on its website

- Collaborate with professionals to prove authenticity**

Figure 44: Finish collaborated with documentary film maker Simon Reeve, 2022

- Team up with appliance manufacturers that share common ethos**

Figure 45: Finish's collaborative advertising with appliance manufacturers Bosch and Beko, 2022

- Fairy promotes short cycles to save time and money**

Figure 46: P&G's Fairy Platinum Plus short cycle TV advert, 2022

- Smol has created a "pink" brand image**

Figure 47: Smol's dishwashing products campaign to create a pink brand image, 2023

- Homethings goes head to head with the competition**

Figure 48: Homethings' social media posts directly question the genuineness of claims by competition

- Nielsen Ad Intel coverage**

USAGE OF WASHING-UP LIQUID

- Washing-up liquid's omnipresence means brands need to differentiate to gain attention**

Figure 49: Usage of washing-up in the last six months, by age, 2023

- Use scents to support mood**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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DISHWASHER USAGE FREQUENCY

- **Dishwasher owners are currently optimising their cycles**
Figure 50: Frequency of dishwasher usage, 2022-23
- **Dishwasher usage will continue to be influenced by working situations**
Figure 51: Frequency of dishwasher usage, by working location, 2023

DISHWASHER PRODUCT USAGE

- **The convenience of monodose formats appeals to consumers**
Figure 52: Dishwasher product usage, 2021-22-23
- **Brands must emphasise importance of ancillary products to garner attention**
Figure 53: Finish In-Wash Dishwasher Cleaner product, 2023

INTEREST IN DISHWASHING INNOVATION

- **Packaging designs to ensure no waste can provide value**
Figure 54: Purchasing interest in washing-up and dishwasher product ideas, 2023
- **Consumers have the choice between ancillary and all-in-one products for specific cleaning needs**
Figure 55: Finish Powerball Ultimate Plus & Astonish Specialist Clean & Revive, 2022- 23
- **Skincare ingredients in washing-up liquids piques the interest of females**
Figure 56: Purchasing interest in washing-up and dishwasher product ideas for females, 2023
Figure 57: Global product launches that care for the skin health of hands, 2023

DISHWASHING BEHAVIOURS ADOPTED TO SAVE MONEY

- **Larger washes raise problems of their own**
Figure 58: Dishwashing behaviours adopted in the last six months to save money, 2023
- **Consumers want to stay loyal to brands**
- **Dosing systems to provide value for washing-up liquid**

ATTITUDES TOWARDS DISHWASHING PRODUCTS

- **Washing-up liquids can have an expanded purpose**
Figure 59: Attitudes towards dishwashing products, 2023
- **Push to promote ancillaries into more areas and people**
- **Eco-settings don't compromise performance...**
- **...but they do compromise on available time**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX – FORECAST METHODOLOGY

- **Market forecast and prediction intervals**
Figure 60: Value of the dishwashing products market (prepared in May 2023), 2017-27
Figure 61: UK central forecast value sales of the dishwashing products market (prepared in April 2022), 2023-27
- **Market drivers and assumptions**
- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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