

Shopping for Household Care Products - UK - 2023

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This report looks at the following areas:

- Who is responsible for shopping for household care products within a household.
- Which types of store and channels consumers are using to purchase household care products.
- The proportion of products that are bought alongside groceries, and the proportion that are bought separately.
- How consumers would prefer brands to respond to rising costs.
- Changes in consumers' shopping behaviour amid the cost of living crisis.
- Attitudes towards shopping for household care products, including the balance between price and quality.

Supermarkets are the primary physical retail format for household care product shopping, with 66% of UK consumers buying household care products at traditional supermarkets. However, the current financial situation is influencing where people shop. In contrast to 72% of UK consumers who consider their financial situation healthy buying household care products from supermarkets in-store, 60% of those who are financially struggling do so. On the reverse, consumers in a difficult financial situation have greater inclination to shop at discount supermarkets and other discount retailers than those feeling better off.

The cost of living crisis has impacted consumers' shopping behaviour for essential commodities like household care products. Trading downwards to own-label, and switching retailers are decisions that shoppers are willing to make to find the best deals. Consumers who are concerned about their finances are also more likely to purchase some household care products outside of their regular grocery shop, thus making more specific trips to different retailers to find products to suit their budget.

The response brands and retailers can take to rising costs are fraught with difficulties. Reducing costs by cutting down product development budgets or cutting adspend may be what consumers would prefer, but this will still



“At the current time, for many people shopping for household care products is primarily driven by the search for low prices. Own-label has an opportunity for growth by appealing to those shoppers who are currently taking a defensive mindset, but that still have money in their pocket to spend on products that provide value in other ways.”

– **Arpita Sharma, Household Care Analyst**

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ultimately have a negative effect on them. Longer-term consumer engagement will be greatly enhanced by continuous product improvements and ongoing communication. Brands will have to find the right balance between investment, costs, and selling price, and maintain transparent consumer communication about the this.

The current economic difficulty is creating more exposure to low-price brands, own-label products, and discount retailers, offering them the chance to build consumer engagement over the longer term by focusing on consumer retention. Now is a great chance for those brands to prove their efficacy, and then build upon it through catering to consumer demands for value and innovation.

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