

Toilet Cleaning and Care - UK - September 2011

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“Underpinning the strength of the market is the large and growing number of toilets in UK households and the strong desire among consumers to maintain high standards of toilet care. The market has some strong brands, but the leading three brands in specialist toilet care are facing increased competition during 2011 from a wider offer under Unilever’s Domestos brand.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- What is the scope for increasing sales in specialist toilet care?
- What factors will underpin future market performance?
- Which factors have the biggest influence on product choice?
- How important are well-known brands to consumers?
- How will consumer attitudes influence the market?

Definition

The report examines the retail market for the following products:

- toilet cleaners, including liquids/gels and flushable toilet wipes
- in-bowl rim blocks and liquids/gels
- in-cistern blocks
- implements, including disposable brushes and refills.

Liquid bleaches and disinfectants that are often used for toilet cleaning are not part of the market size for this report, but are discussed as part of the consumer research into toilet cleaning, as are multipurpose cleaners (including wipes) that are also sometimes used on the toilet.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel’s Household Goods deflator.

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