

Laundry Detergents and Fabric Conditioners - UK - June 2012

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“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can be effective at low temperatures or even using cold water.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- To what extent are shoppers loyal to the leading brands?
- How can companies persuade consumers to look beyond price?
- What can brands and retailers do to simplify product selection?
- What are the prospects for the fabric conditioners market?
- Which product features should manufacturers be mainly focusing on?

This report examines the retail market for laundry detergents and fabric conditioners, including the following:

- Main wash laundry detergents offered to the consumer in a range of product formats, including: powders, liquids, gels, tablets and capsules/liquid tablets. This includes standard and concentrated, biological, non-biological, two-in-one and ‘colour’ products.
- Special wash detergents which includes detergents for hand washing and delicate fabrics.
- Rinse conditioners used in addition to laundry detergents in order to soften, freshen and/or make drying and ironing easier, and available as standard and concentrated liquids.
- Tumble dry enhancers offered as fragrance-impregnated sheets that are designed for use in tumble dryers (eg Bounce).

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100