

Toilet Cleaning, Bleaches and Disinfectants - UK - April 2016

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“The continued shift towards multipurpose cleaning products and low-cost bleach is affecting value sales in the toilet cleaning, bleaches and disinfectants category as consumers look to save money and space in the home. Branded bleaches and specialist toilet care brands must rethink how they can increase the value and appeal of products.”

– Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Adding value to the bleach segment
- Relieving pressure on specialist products
- Engaging younger consumers

The decline in toilet care products, bleaches and disinfectants continues the pattern of decline seen in 2014, reflecting the impact of frequent discounting by retailers and a shift in consumer preferences towards multipurpose cleaning products.

Household bleach remains the strongest segment of the toilet cleaning category, with strong positive perceptions of efficacy among users. However, the perception that all bleaches are comparable spells further bad news for value sales. Brands operating in the specialised toilet cleaning segment therefore need to face the dominance of bleach head on to bring the market back into growth.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Retail value sales in decline
- All segments falter
- Cleaning products bought alongside groceries

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Reckitt Benckiser increases adspend

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Bleach most popular

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