

### June 2015

#### Air Care - UK

“The focus of the market on the launch of new fragrance ranges, including seasonal and limited edition scents, has increased consumer choice and helped drive replenishment sales. However, in order to further increase spending, brands in the market need to concentrate on encouraging usage of a wider repertoire of complementary ...

### May 2015

#### Dishwashing Products - UK

“In hand dishwashing, the development of more powerful washing-up liquids that remove the need for excessive scrubbing or the soaking of dishes and pans can help to add value to the market

#### Consumers and the Economic Outlook: Quarterly Update - UK

“Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

### April 2015

#### Cleaning the Bathroom - UK

“Room exists in the market for brands to focus on the promotion of both products with multiple benefits to cater for the different aspects of bathroom/toilet cleaning and specialist products focused more on protection and bathroom maintenance. Focusing on the importance of a clean bathroom for good health and ...