

**March 2014****Attitudes Towards Germs - UK**

“Continued growth in sales of germ-killing products will come from giving younger people in particular more information on hygiene and germ hotspots, as well as through promoting specific products as being better for use on surfaces coming into contact with food. Brands also have an opportunity across the wider household ...

**February 2014****Household Paper Products - UK**

“While their position as essential household items means that sales of household paper products are protected to a certain extent, a high level of promotional activity by brands and consumer determination to get the best deal have led to a decline in value sales. Brands looking to bolster sales of ...

**January 2014****Household Care Packaging Trends - UK**

“Packaging is central to both how household care products are used and how they communicate their benefits to consumers, and the latter includes the promotion of technologies and solutions that encourage greener behaviour. Younger people are particularly likely to voice green or ethical sentiments but not act upon these beliefs ...