

**December 2010****Household Fresheners - UK**

Household fresheners are enjoying a period of rapid innovation, with new fragrances, new formats and new participants in the overall market. Fresheners have moved on from being a functional product designed to cover unpleasant smells, into being a more integral part of improving the general ambience of the home. This ...

**November 2010****Dishwashing Detergents - UK**

The market for dishwashing products includes two main kinds of products: detergents for hand dishwashing; and detergents for automatic dishwashers. Over 2005-10 the total market grew by 24% to reach £460 million. Market growth has been driven by new product development and premiumisation in dishwashing detergents, particularly dishwasher tablets. As ...

**October 2010****Household Cleaning Products - UK**

This report assesses the market for products used for cleaning and polishing in a domestic context.

**September 2010****Laundry Products - UK**

The report examines the retail market for products used for washing, cleaning and freshening clothes, including laundry detergents, detergent boosters, stain removers, fabric conditioners and clothes refreshment products.

**August 2010****Vacuum Cleaners - UK**

This report looks at factors underpinning market decline and manufacturer efforts to mitigate it, rising consumer interest in eco products and wider variety in format and

retailing developments. It also looks at demographic and economic trends and how they have shaped the market and are influencing its future.

### July 2010

#### Garden Products Retailing - UK

- There is massive potential for garden products, furniture and plants as more than eight in ten adults have a garden and 3% have an allotment.
- Around three in ten (14 million) adults think that paying more for better quality plants is worthwhile. Highlighting that plants are grown in the locality ...

### April 2010

#### Laundry Accessories - UK

- Achieving estimated value sales of £257 million in 2010, the market for laundry accessories is shaped by the availability of outdoor space, impacting directly on the number and type of laundry accessories people own.
- The purchase of laundry accessories, such as washing lines and ironing boards, tends to be planned ...