

November 2019**Consumers and the Economic Outlook - UK**

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

October 2019**Laundry Detergents, Fabric Conditioners and Fabric Care - UK**

“Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry ...

Cleaning for the Family - UK

“Concerns about the health impact of scents are widespread among parents of younger children and have led many to consider unscented formulations as more preferable than scented ones. However, scents continue to be an important indicator of cleanliness as well as a strong purchase driver. By balancing scent intensities, developing ...