

### March 2021

#### Toilet and Hard Surface Care - UK

“The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market. Although the market is expected to experience a gradual decline as people return to spending more time away from home, homecare ...

#### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

#### Household Paper Products - UK

“While COVID-19 led to proliferated sales of household paper products, sales will stabilise once the anxiety around the virus diminishes. However, more frequent home working and new cleaning habits will keep the market buoyant and brands can use functionality-based innovation, such as kitchen roll specifically designed for use alongside cooking ...