

November 2017

Fabric Care and Other Washing Ancillaries - UK

“Shorter-term attributes such as scent, freshness and softness tend to drive purchase of fabric conditioners, with longer-term attributes such as maintenance of colour or shape seemingly of secondary concern. Re-engaging consumers with caring for treasured clothing rather than relying on quick, cheap replacement could be key in adding value across ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Cleaning for the Family - UK

“The continued blurring of gender stereotypes in society may be slow to manifest when it comes to family responsibilities, but coming years will see more of a balance between cleaning tasks conducted by mothers and by fathers. When it comes to keeping homes clean and hygienic, families still focus on ...

September 2017

Laundry Detergents - UK

“Continued reduction in household spend on laundry detergents has strengthened an association between value and low price, which brands need to address if they are to see growth return. Promoting how developments can save money in the long term, or that expand on the theme of convenience, could encourage interest ...

August 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Air Care - UK

“Although scent is a vital part of the air care category, many people still look towards the category for pure function: removing odours. As a result, fragrance-free products may provide a future area of growth as brands try to allay concerns over ingredients, and reduce discouraging factors such as scents ...

May 2017

Dishwashing Products - UK

“Competitive pricing across the dishwashing category has dented value sales. While a low level of dishwasher ownership remains a limiting factor, boosting usage of dishwasher ancillaries is an area of potential growth. Meanwhile, interest in ultra-concentration and non-drip caps suggests areas to explore to invigorate the hand dishwashing market.” ...

April 2017

Toilet Cleaning, Bleaches and Disinfectants - UK

“Dettol’s launch of a spray format has added versatility and convenience to disinfectants, and has rejuvenated the segment as a consequence. Prominent product launches and advertising campaigns from Bloo and Duck have also shown that there is potential for value growth within the toilet cleaning segment, despite an overall decline ...

Hard Surface Cleaning and Care - UK

“The dominance of multipurpose cleaners, a lack of product development and reduced advertising spend have created a perfect storm for the hard surface cleaners category, which continues to struggle to show growth despite the rising population and number of households. However, with discounting and product promotions reaching a plateau, growing ...

March 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

February 2017



Household Care - UK

Household Paper Products - UK

“Purchasing household paper products tends to be a habitual process, meaning that brands need to work to break habits in order to increase sales. There are consumer concerns about the environment in this category, suggesting that there may be scope to increase interest in recycled or alternative fibres. However, brands ...