

**December 2012****Household Hard Surface Cleaning  
and Care Products - UK**

“Home hygiene is the top reason for using hard surface cleaners, so antibacterial products will continue to increase their share of the market. Concern about germs also extends to away from the home, so on-the-go disinfectant products for use in the workplace or in public places is an opportunity for ...

**November 2012****The Laundry Consumer - UK**

“Laundry patterns continue to evolve in response to product developments in both appliances and detergents, with a move towards more washing on low temperatures and quicker cycles one of the biggest trends over the last few years. New product marketing will continue to focus on changing the wash patterns of ...

**October 2012****Air Fresheners - UK**

“To take air care products beyond eliminating odours and freshening rooms, future product development should focus on improving air quality and providing health and wellness benefits. This would help take the air care market closer to the health and personal care market through helping to prevent the spread of germs ...

**September 2012****Toilet Cleaning and Care - UK**

“With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince ...

**August 2012**

### Fabric Care - UK

“With a decline in sales seen over the last year, fabric care brands need to look at a variety of different angles for creatively promoting usage of their products. A variety of themes could be used to prove the effectiveness of products, including getting rid of stains from and freshening ...

### July 2012

#### Household Cleaning Equipment - UK

The market for household cleaning equipment has shown solid growth over a period when spending on many other larger household items has been curtailed by low consumer confidence due to the recession and a weak housing market. The essential nature of purchasing and continued importance attached to maintaining a clean ...

### June 2012

#### Laundry Detergents and Fabric Conditioners - UK

“In the current economic climate with household budgets being squeezed consumers have become more focused on price, but opportunities still exist for shifting attention towards other product attributes. Fragrance will remain an important secondary product differentiator, but the long-term challenge for manufacturers is convincing more consumers that their products can ...

### May 2012

#### Household Polish and Specialist Cleaners - UK

“Owning a number of brands within household cleaning offers benefits when it comes to new product development and promotions. Multi-brand advertising and special offers can help to give greater exposure to smaller brands within the portfolio, while cross-branding in an area such as fragrance (eg Air Wick on Mr Sheen ...

#### Social Media: Household Care - UK

“The household care market is one where the products are pushed to the back of the cupboard until they need to be used and chores are pushed to the back of mind until they can no longer be ignored. However, this dislike of chores offers household care brands the greatest ...

## April 2012

### Dishwashing Products - UK

“While the main route to growth in machine dishwashing is through driving higher ownership of dishwashers in UK homes, existing dishwasher users could also be persuaded to do a higher proportion of their washing up using the dishwasher through product improvements and better advice on maximising dishwasher performance.”

## March 2012

### Bleaches and Disinfectants - UK

“With only a limited number of possible selling points for bleach, offering longer protection against germs is an important product differentiator for market-leading brand Domestos. But consumers also want bleaches to remove stains and limescale, so these aspects of the product (including added ingredients) could also be promoted more heavily ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012

### Household Paper Products - UK

“While toilet tissue and kitchen towels have enjoyed recent increases in value sales driven by innovation and higher prices, the value of facial tissues market declined in 2011. Facial tissues compete with too many alternatives for blowing/wiping noses, so brands need to communicate more strongly the health and personal ...

## January 2012

### Cleaning the House - UK

“While the vast majority of people get satisfaction from seeing a clean and tidy home, most don't want their home to look akin to a show home. Promoting a homely rather than sterile look in advertising is therefore likely to appeal. This could include cleaning brands going beyond traditional messages ...