

November 2016

Fabric Care and Other Washing Ancillaries - UK

“New product launches have created growth in value sales in fabric care, in contrast to many other household care categories including laundry detergents. While recent launches in the fabric conditioner space have focused on premium fragrances and longer-lasting freshness, there may be scope to add value through increased functionality. For ...

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Laundry Detergents - UK

“Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend. The ...