

March 2013

Bleaches and Disinfectants - UK

“The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is ...

February 2013

Household Paper Products - UK

While household paper products are essentially staple items that are mostly bought with the groceries when shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product development. Consumers have shown themselves to be willing to pay ...

January 2013

Cleaning the House - UK

“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes and making use of a variety of media and industry links. Content for the promotion of new products needs to ...