

## Household and Personal Care - International

June 2019

### The Natural Household Consumer - US

"The household consumer's motivation for buying natural products is becoming more complex. Traditional product claims around health, sustainability and social justice still drive natural purchases. However, as natural cleaning formulas become more effective, more affordable and more available; and especially as they are sold by traditionally mainstream companies; we can ...

May 2019

### The Green Household Care Consumer - UK

"The current direction of travel indicates a promising future for eco-friendly household care. However, there is still more that can be done to make it truly mainstream. There remains confusion over what brands mean by 'eco-friendly', suggesting that brands in this space can do more to educate and inform people ...

### Dishwashing Products - US

"Maintaining sales of \$3.1 billion in 2018, the maturity of the dishwashing products market is evident in its unchanging sales since 2013. Strong habitual shopping behavior among category users, with little motivation to change, provides the impetus for a static market. This creates a challenging landscape for newcomers and ...

### Cleaning the House - US

"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are altering how consumers are approaching caring for the ...

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### Disposable Baby Products - US

### Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

### Dishwashing Products - UK

"The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole."

### OTC Analgesics and Cough, Cold and Flu Remedies - UK

"There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in the analgesic and cough, cold and flu ...

### Toilet and Hard Surface Care - UK

"Consumers are showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand. Brands introducing a premium ...

### Hand, Body and Footcare - UK



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"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents' value-driven approach to the category, as well as increased competition from online retailers and subscription services ...

"The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don't understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate. Links to wellness could work for footcare; feeding the ...