

December 2022

Sustainability in Household Care - UK

“Heightened consumer concerns about the environment put brands’ sustainable product and process initiatives into the spotlight. While brands are making strides in sustainable packaging, there exists an untapped potential of refills, refill stations and sustainable product formulations. The rising cost of living presents an opportunity to redirect consumers onto a ...

October 2022

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“The present cost of living crisis is encouraging consumers to embrace value-driven laundry practices and shopping choices regardless of their financial situation. While this makes it critical for brands to communicate the unique value offered by their offerings to promote brand loyalty, the overlap between emerging money-focused and earth-friendly laundry ...