

October 2008

Household Fresheners - UK

Falling penetration levels and frequency of use, combined with manufacturers reducing their promotional spend and NPD, have all taken their toll. Value sales growth of household fresheners has halved in 2008. Yet household fresheners remain the fastest-growing sector of the household care market, with those who do buy fresheners trading-up ...

September 2008

Garden Products Retailing - UK

Green is certainly the new black when it comes to the leading garden products retailers. There may appear to be natural synergies between gardening and the environmental movement, but for consumers this has to be delivered in a credible manner. In a sense the consumer is making their own moves ...

July 2008

Household Cleaning Products - UK

The UK cleaning products market is anticipated to grow by just 2.9% in 2008, reaching a total value of £630 million. The current credit crunch, combined with the rising cost of food, fuel and power, has left many consumers keen to reduce spending, and looking for cheaper alternatives to ...

April 2008

Household Paper Products - UK

The household paper market is dominated by sales of toilet tissue. This is a mature market with near universal penetration. However, growth is being achieved across all three sectors due to the shift towards added-value products. Mounting consumer concern about environmental issues is also a challenge that manufacturers across the ...

Dishwashing Detergents - UK

The dishwashing detergent market is split into two sectors; hand dishwashing and machine washing.

January 2008



Household Care - UK

Clothes Washing Detergents - UK

Home laundry is such a mature market that both volume and value growth is difficult to achieve, being significantly affected by price promotions. The focus is very much on fighting for brand share rather than extending usage. However, there are opportunities for the smaller manufacturers operating in particular segments such ...