

## October 2021

### Air Care - UK

“While COVID-19 led to a significant increase in sales of air care products, the market continued its shift from being just a functional odour remover towards one more closely aligned with wellness products. The category is under scrutiny for its impact on health, which will offer brands an opportunity to ...

## September 2021

### Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

## July 2021

### The Green Household Care Consumer - UK

“Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands. However, savvy shopping behaviours and increased consumers’ understanding of environmental discussions mean ...