

**December 2014****Preparing for Guests - UK**

“Home entertaining has a big influence on the usage of household care products. Making the home smell fresh is one of the most important elements of preparing the home for guests, and so the development of more premium fragrances in a whole host of household care products, including toilet cleaners ...

**November 2014****Hard Surface Cleaners - UK**

“The convenience culture has had a big impact on the market for hard surface cleaners, with an increasing emphasis being placed on easier to use and time-saving products, as well as more convenient packaging. With an ageing population and increasing time pressures in people’s lives, convenient formats will continue to ...

**October 2014****Consumers and the Economic Outlook: Quarterly Update - UK**

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

**Cleaning Habits of Young Adults - UK**

“With independence, in terms of moving away from the parental home, comes greater responsibility for household cleaning matters, so this is an important time for household care brands to engage with young adults through communications about the latest time-saving cleaning products or equipment, as well as advice and ideas on ...