

July 2023

DIY Retailing - UK

“The cost of living crisis has impacted the DIY market as we see consumers taking on smaller home improvement projects with lower spend. We see DIY retailers addressing the uncertainty brought on by rising inflation by enhancing their value propositions for its shoppers. The DIY market is perfectly situated to ...

Cleaning in and Around the Home - UK

“The pandemic saw strides being made towards closing the gender chore gap as people occupied their homes more. However, these gains have been reversed since, as the share of men cleaning for longer than five hours a week has slowed, the share of women cleaning for the same time has ...

June 2023

Shopping for Household Care Products - UK

“At the current time, for many people shopping for household care products is primarily driven by the search for low prices – and they are willing to trade downwards to own-label products, switch their main retailer, and make separate shopping trips to find them. However, it's not only people who ...

May 2023

Dishwashing Products - UK

“The performance of the hand dishwashing segment has prevented the overall market from slipping into decline. More considered usage of the dishwasher, combined with savvy shopping habits, has significantly impacted sales of the higher value machine dishwashing product segment. Growth opportunities still exist though, and consumer concerns around water consumption ...

April 2023

Toilet and Hard Surface Care - UK

“The toilet and hard surface cleaning market is being doubly impacted by the continued return to pre-pandemic cleaning routines and the additional focus on saving money as a result of rising inflation. This is creating a difficult environment for brands to grow, and this is likely to continue over the ...

February 2023



Household Care - UK

Household Paper Products - UK

“Inflationary pressures and squeezed household incomes are leading consumers from all financial situations to use household paper products in greater moderation and switch towards lower-priced options. This makes it vital for brands to address demand for value and invest in campaigns designed to promote brand loyalty. New product launches with ...

Upcoming Reports

Sustainability in Household Care - UK - 2023

Air Care - UK - 2023