

The Laundry Consumer - UK - December 2013

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“Forecast growth rates vary depending on age and lifestyle, but perhaps more importantly it is their different laundry habits that need to be understood to maximise the potential for market growth. Existing laundry patterns, what people look for in terms of wash results and their attitudes towards buying clothing all influence potential demand for home laundry products.”
– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- What are people's main laundry priorities and how are these likely to shape future product development?
- How are people's choices of wash cycle and temperature likely to impact on products used for doing the laundry?
- What lessons can be learned from consumer attitudes towards clothes and clothes buying?
- What can laundry brands learn from clothes washing patterns to increase product usage?
- How can laundry brands best harness the gender differential?

Trading conditions remain tough and although the laundry detergents market returned to growth in 2012 and 2013, annual growth is predicted to be lower over the next five years, with shoppers continuing to look for the best deals. All this signals challenges ahead as cautious laundry consumers continue to closely monitor spending in general, which throws the spotlight on how important it is to find the triggers to usage.

Although a mature market, opportunities still exist for growing value sales through encouraging more frequent washing of particular items, as well as the usage of more added-value products to take better care of fabrics and improve wash results. The latter includes products offering better colour care, more effective stain removal at low temperatures, improved hygiene and premium fragrances, especially for more expensive fabrics or designer clothing items that people take extra care of washing.

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