

Laundry Detergents - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend.”

– **Lucy Cornford, Head of UK Household Care Research**

This report looks at the following areas:

- **A category in need of disruption**
- **Raising ethical interests**
- **Building a USP can translate into sales**

This Report examines the retail market for the following laundry detergent products:

- **Main wash laundry detergents offered to the consumer in a range of product formats, including: powders, liquids, gels, tablets and capsules/liquid tablets. This includes standard and concentrated, biological, non-biological, two-in-one and 'colour' products.**
- **Special wash detergents, which includes detergents for hand washing and delicate fabrics.**

Clothes-washing detergents sold in laundrettes are excluded from the market size of this Report.

For information on fabric conditioners and other washing ancillaries (eg stain removers, ironing enhancers and tumble dryer sheets), please see Mintel's upcoming *Fabric Care and Washing Ancillaries* – UK, November 2016 Report.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- A market under threat
 - Figure 1: Best- and worst-case forecast of UK value sales of laundry detergents, 2011-21
- Liquid formulas dominate NPD
 - Figure 2: New product launches in the automatic detergents sub-category, % share by format type, January 2013-August 2016
- Leading companies could be stifling innovation
 - Figure 3: New product launches in the UK laundry detergents category, % by ultimate company (top seven and other), 2015
- Women have more laundry responsibilities than men
 - Figure 4: Any responsibility for buying laundry detergents or doing the laundry, by gender, August 2016
- Powder and liquid fight it out for category dominance
 - Figure 5: Frequency of using laundry detergents, August 2016
- Overall understanding of the laundry sector is high...
 - Figure 6: Behaviours towards doing the laundry, August 2016
- ...but there is confusion between bio vs non-bio
 - Figure 7: Attitudes towards laundry detergents, August 2016
- Liquids and gels enjoy positive associations
 - Figure 8: Correspondence analysis – Laundry detergents, August 2016
- Innovations that add value are most likely to be of interest
 - Figure 9: Interest in innovation for laundry detergents, August 2016
- What we think

Issues and Insights

- A category in need of disruption
 - The facts
 - The implications
- Raising ethical interests
 - The facts
 - The implications
- Building a USP can translate into sales
 - The facts
 - The implications

The Market – What You Need to Know

- A market in decline
- The biological battle

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Amazon initiatives boost online sales

Growth in population and households unlikely to be beneficial for sales

Market Size and Forecast

Discounting and competitive pricing erode value sales

Figure 10: UK retail value sales and forecast of laundry detergents, at current and constant prices, 2011-21

Value sales look likely to fall further

Figure 11: Best- and worst-case forecast of UK value sales of laundry detergents, 2011-21

The impact of the EU referendum vote

Figure 12: Alternative market scenarios for the post-Brexit laundry detergents market, at current prices, 2016-21

Figure 13: Detailed Post-Brexit scenarios for the laundry detergents market, at current prices, 2016-21

A market already defined by savvy shopping

Segment Performance

Biological detergents struggle

Figure 14: UK retail value sales of laundry detergents, by formulation, years ending June, 2015 and 2016

Higher cost of liquid-based formulas insulates sales

Figure 15: UK retail value sales of laundry detergents, by format, years ending June, 2015 and 2016

Channels to Market

Heavy discounting and special offers send market into decline

Figure 16: UK retail value sales of laundry detergents, by outlet type, 2014-16

Amazon initiatives boost online sales

Market Drivers

Declining birth rate detrimental to future sales

Figure 17: Trends in the age structure of the UK population, 2011-21

Figure 18: Attitudes towards babies' and children's BPC products, by age of child, December 2015

Raising the safety profile of capsule detergents

Average household spend decreases

Figure 19: UK households, by size, 2011-21

Discounters continue to prove popular

Figure 20: Frequency of shopping at discounters, June 2016

The impact of home working

Figure 21: UK workers, by main place of work, January to March 2015

Washing machine ownership almost universal

Figure 22: Ownership of laundry appliances, January 2015 and February 2016

Figure 23: Interest in innovation for washers and dryers, February 2016

The LOHAS effect

Key Players – What You Need to Know

Leading brands sit pretty

Health and environmental positioning can boost sales

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Capsule NPD on the decline

Unilever overhauls advertising approach

Market Share

Persil and Ariel retain market dominance

Figure 24: Brands' value shares in laundry detergents, years ending August 2015 and 2016

A focus on health and the environment can buck downward trends

Own-label threatened by growth of discount grocers

Launch Activity and Innovation

Capsules fall from favour

Figure 25: New product launches in the automatic detergents sub-category, % share by format type, January 2013-August 2016

Figure 26: Examples of NPD for super-concentrated automatic liquid detergents, 2015-16

Updates outperform true innovation...

Figure 27: New product launches in the laundry detergents category, % by launch type, January 2013-August 2016

Figure 28: Examples of repackaged laundry detergents, 2016

...as leading companies dominate launch activity

Figure 29: New product launches in the UK laundry detergents category, % by ultimate company (based on top 10 for 2015) and other, January 2013-August 2016

Figure 30: New product launches in the UK laundry detergents category, branded vs own-label, January 2013-August 2016

Environmental claims almost universal

Figure 31: Leading claims in the laundry detergents category, based on top claims for 2015, January 2015-August 2016

A touch of fragrance

Figure 32: New liquid detergent launches under the Surf (Unilever) brand, 2015-16

Advertising and Marketing Activity

Adspend falls

Figure 33: Total above-the line, online display and direct mail advertising expenditure on laundry detergents*, January 2013-August 2016

Procter & Gamble tops advertising spend

Figure 34: Total above-the line, online display and direct mail advertising expenditure on laundry detergents*, by top advertisers for 2015, January 2014-August 2016

Figure 35: Total above-the line, online display and direct mail advertising expenditure on laundry detergents*, by media type, January 2013-August 2016

Unilever ups the advertising ante

Figure 36: ZipJet app featuring Persil service, 2016

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Women show greater engagement

Bringing more men into the category

Liquid increasingly challenges powder formats

Biological/non-biological understanding is low

Brand loyalty could be a double-edged sword

Added value propositions most popular

Responsibility for Buying and Using Laundry Detergents

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Women take on the main responsibility for buying laundry detergents...

Figure 37: Responsibility for buying laundry detergents, by gender, August 2016

...and also take on the main responsibility for doing the laundry

Figure 38: Responsibility for doing the laundry, by gender, August 2016

Frequency of Using Laundry Detergents

Powder and liquid are the two most frequently used formats

Figure 39: Frequency of using laundry detergents, August 2016

Men stick to powder

Figure 40: Frequency of using powder and liquid/gel detergents, by gender, August 2016

Young people are less experimental

Figure 41: Frequency of using powder and liquid/gel detergents, by age, August 2016

Three quarters use multiple detergent formats

Figure 42: Repertoire of any detergents used, August 2016

Behaviours towards Doing the Laundry

Overall understanding of the laundry sector is high

Figure 43: Behaviours towards doing the laundry, August 2016

Boosting men's engagement

Figure 44: Behaviours towards doing the laundry ('yes' responses only), by gender, August 2016

Innovation opportunities for young men

Young adults tend to have set washing routines...

Figure 45: Behaviours towards doing the laundry ('yes' responses only), by age, August 2016

...as well as washing new clothes before using them

Attitudes towards Laundry Detergents

To bio or not to bio?

Figure 46: Attitudes towards laundry detergents, August 2016

Brand loyalty a double-edged sword

Environmentally-friendly products not trusted to perform

Figure 47: Attitudes towards laundry detergents ('agree' responses only), by age, August 2016

Perceptions of Laundry Detergent Formats

Liquids and gels enjoy positive associations

Figure 48: Correspondence analysis - laundry detergents, August 2016

Powder benefits from cheaper profile

Figure 49: Perceptions of laundry detergent formats, August 2016

Interest in Innovation

Added value innovations garner most interest

Figure 50: Interest in innovation for laundry detergents, August 2016

A focus on scent

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Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

Correspondence analysis methodology

Appendix – Key Players

Figure 51: New product launches in the laundry detergents category, by sub-category, January 2013-August 2016

Figure 52: NPD index for super/ultra-concentrated automatic liquid detergents, January 2013-August 2016

Figure 53: Reformulated, repackaged or relaunched laundry detergent launches, by top 6 ultimate companies and other, 2015

Figure 54: Total above-the line, online display and direct mail advertising expenditure on laundry detergents*, with NPD index, January 2013-August 2016

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