

January 2021

Cleaning in and around the Home: Inc Impact of COVID-19 - UK

“Amidst the difficulties of the COVID-19 pandemic, household cleaning products have enjoyed a golden period. Consumers have been cleaning more to keep them safe from the deadly virus and in response to being at home more. However, once the vaccination program progresses and the threat dissipates later in 2021, cleaning ...

December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

November 2020

Attitudes towards Germs: Inc Impact of COVID-19 - UK

“The remarkable rise in sales of germ-killing cleaning products recorded in 2020 will be hard to replicate. However, COVID-19 offers brands new opportunities to appeal to consumers by catering for newly developed cleaning habits and tapping into the wellness trend to encourage consumers to see homecare routines as an extension ...

Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK

“Sales of laundry products remain on a similar course to pre-COVID-19, but the pandemic has created new opportunities. Cautious consumers will consider hygiene claims appealing and on-the-go sanitising sprays will particularly resonate with consumers when their routines return to something like normal. Products that can help make wearing face masks ...

September 2020

Aircare: Inc Impact of COVID-19 - UK

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

Household Care - UK

“The pandemic has brought people closer to their personal spaces and consumers are now reassessing the value they provide. Air care products are an effective way for consumers to feel more comfortable at home, while mood-enhancing scents have proven attractive to consumers during stressful times. The home has also taken ...

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

August 2020

Household Care Packaging Trends: Inc Impact of COVID-19 - UK

“The coronavirus outbreak and environmental sentiments are influencing the way people approach household care packaging, creating concerns around packaging safety and strengthening consumer interest in more sustainable packaging options. Companies that add another layer of packaging to protect products from germs and multiple touches will address hygiene concerns in the ...

Dishwashing Products: Inc Impact of COVID-19 - UK

“The dishwashing products category has been boosted by COVID-19, after a significant decline in 2019. The impending recession won't halt overall demand, and consumers staying at home more will ensure that demand counteracts much of the trading down that occurs during the remainder of 2020. Although consumers will seek to ...

July 2020

The Impact of COVID-19 on Household Care - UK

“2020 will prove to be a remarkable year for most household care categories, as they benefit from hygiene concerns and long periods of social distancing. While these concerns will linger into 2021, offering opportunities in the short term to promote efficacy, the next step is to safely navigate a recession ...

June 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

March 2020

Toilet and Hard Surface Care - UK

“As much as the category remains price-driven, savvy consumers are not willing to compromise on product quality, indicating that cleaning efficacy is an essential purchase driver and should be targeted in marketing communication. However, it is crucial that manufacturers also take environmental sentiments into consideration, which should represent inspirational input ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

February 2020

Household Cleaning Equipment - UK

“The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic sense, their focus on the environment will become more prominent in cleaning equipment too. Brands ...