

August 2020**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 ...

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 ...

Upcoming Reports

Cleaning in and Around the Home: Inc Impact of COVID-19 - UK - December 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK - November 2020

Aircare: Inc Impact of COVID-19 - UK - September 2020

Household Care Packaging Trends: Inc Impact of COVID-19 - UK - July 2020

Attitudes towards Germs: Inc Impact of COVID-19 - UK - November 2020

Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK - October 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK - August 2020