

# Home Care in the United Kingdom

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## Abstracts

While demand for home care continued to decline marginally in 2023, overall retail volume sales remained above pre-pandemic levels, as certain habits have persisted in the UK. The explanation for this decline is two-fold: greater mobility has seen consumers spend more time outside of the home, and thus not needing to clean as much, while the cost-of-living crisis has seen a shift in consumers' purchasing preferences. Laundry care, dishwashing and air care were the strongest performers during the...

Euromonitor International's Home Care in United Kingdom market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Home Care in the United Kingdom  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

HOME CARE IN THE UNITED KINGDOM  
EXECUTIVE SUMMARY  
Home care in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN THE UNITED KINGDOM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Another year of positive performance by laundry care, driven by continued growing mobility in the UK

Discounters and private label growing in popularity

Tablet formats and scent boost growth in the category

#### PROSPECTS AND OPPORTUNITIES

Further innovation in laundry sheets expected during the forecast period

Distribution trends continue to evolve, as consumers continue to purchase laundry care online

Sustainability driving innovation in liquid tablet detergents for shorter cold wash cycles

#### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### DISHWASHING IN THE UNITED KINGDOM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth in 2023 driven by more dynamic automatic dishwashing

Dishwashing tablets remain the most popular format, but hand dishwashing continues to grow in 2023

Low enthusiasm for eating out owing to cost-of-living crisis

#### PROSPECTS AND OPPORTUNITIES

Further penetration of dishwashers in the UK set to benefit automatic dishwashing tablets over the forecast period

Increasing popularity for distribution channels with subscription services and online

sales increasing in popularity

Sustainability to drive growth in the forecast period

#### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

#### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

#### SURFACE CARE IN THE UNITED KINGDOM

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive performance by surface care in 2023, with multipurpose products gaining traction

Home disinfectants experience significant declines in 2023

Private label makes gains owing to prolonged cost-of-living crisis

#### PROSPECTS AND OPPORTUNITIES

Multipurpose products will continue to gain traction over the forecast period

Importance of sustainability and innovation within surface care

Retail e-commerce set to penetrate further over the forecast period

#### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN THE UNITED KINGDOM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for bleach continues to decline

Price increases for private label bleach reach record highs of over 90%

Lack of innovation and increasing sustainability concerns

#### PROSPECTS AND OPPORTUNITIES

Further declines in bleach expected in the forecast period

Sustainability concerns to impact bleach negatively

Distribution channels to remain relatively consolidated, as consumers increasingly shop online

#### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

## TOILET CARE IN THE UNITED KINGDOM

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Another year of strong retail volume declines for toilet care in 2023

Toilet care as worst performing category in home care

Private label appeals to price-sensitive consumers, shifting toilet care's consolidated competitive landscape slightly

#### PROSPECTS AND OPPORTUNITIES

Toilet care to continue on declining trajectory as multipurpose products gain traction

Distribution trends to shift as consumers move online for their toilet care requirements

Unit price of toilet care to stabilise over the forecast period

#### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028  
POLISHES IN THE UNITED KINGDOM  
KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Demand for polishes continues on declining trajectory  
SC Johnson's Kiwi brand disappears from UK shelves in 2023  
Furniture polish sales continue to be hit by declining sales of furniture

## PROSPECTS AND OPPORTUNITIES

Lack of innovation and trends in furniture and casual wear to impact category negatively over the forecast period  
Distribution of polishes unlikely to see major changes over the forecast period  
Unit prices set to increase gradually owing to higher production costs

## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023  
Table 57 Sales of Polishes by Category: % Value Growth 2018-2023  
Table 58 NBO Company Shares of Polishes: % Value 2019-2023  
Table 59 LBN Brand Shares of Polishes: % Value 2020-2023  
Table 60 Forecast Sales of Polishes by Category: Value 2023-2028  
Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## AIR CARE IN THE UNITED KINGDOM

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Air care remains a positive performer in 2023, supported by hybrid working and the health and wellness trend  
Air care remains a consolidated competitive landscape, but private label continues to make gains

Overarching fragrance trend increases demand for air care

## PROSPECTS AND OPPORTUNITIES

Air care will maintain positive performance over the forecast period  
Private label to intensify competition in air care in the forecast period  
Products with health and wellness claims to see increasing demand

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023  
Table 63 Sales of Air Care by Category: % Value Growth 2018-2023  
Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023



Table 65 NBO Company Shares of Air Care: % Value 2019-2023  
Table 66 LBN Brand Shares of Air Care: % Value 2020-2023  
Table 67 Forecast Sales of Air Care by Category: Value 2023-2028  
Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028  
**HOME INSECTICIDES IN THE UNITED KINGDOM**  
**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Stable demand for home insecticides in 2023, with little innovation  
SC Johnson retains dominance  
Unit price increases in line with inflation and high production costs

## **PROSPECTS AND OPPORTUNITIES**

Stable demand for home insecticides expected over the forecast period  
Further slow penetration by e-commerce, in line with market trends  
Limited product innovation within home insecticides over the coming years

## **CATEGORY DATA**

Table 69 Sales of Home Insecticides by Category: Value 2018-2023  
Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023  
Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023  
Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023  
Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023  
Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028  
Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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