

Home Care in the United Kingdom

February 2024

Table of Contents

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

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 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 14 - NBO Company Shares of Air Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 16 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Air 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 18 - Sales of Bleach: Value 2018-2023
Table 19 - Sales of Bleach: % Value Growth 2018-2023
Table 20 - NBO Company Shares of Bleach: % Value 2019-2023
Table 21 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 22 - Forecast Sales of Bleach: Value 2023-2028
Table 23 - Forecast Sales of Bleach: % 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 24 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2018-2023
Table 26 - Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Dishwashing: % Value 2019-2023
Table 28 - LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 29 - Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 30 - Forecast Sales of Dishwashing 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 31 - Sales of Home Insecticides by Category: Value 2018-2023

Table 32 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 34 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 36 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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 38 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2018-2023

Table 40 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Aids by Category: Value 2018-2023

Table 42 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 43 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 45 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

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

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

Table 48 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 49 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 50 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 52 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 53 - Forecast Sales of Laundry 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 54 - Sales of Polishes by Category: Value 2018-2023
Table 55 - Sales of Polishes by Category: % Value Growth 2018-2023
Table 56 - NBO Company Shares of Polishes: % Value 2019-2023
Table 57 - LBN Brand Shares of Polishes: % Value 2020-2023
Table 58 - Forecast Sales of Polishes by Category: Value 2023-2028
Table 59 - Forecast Sales of Polishes 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 60 - Sales of Surface Care by Category: Value 2018-2023
Table 61 - Sales of Surface Care by Category: % Value Growth 2018-2023
Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
Table 64 - NBO Company Shares of Surface Care: % Value 2019-2023
Table 65 - LBN Brand Shares of Surface Care: % Value 2020-2023
Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
Table 68 - Forecast Sales of Surface Care by Category: Value 2023-2028
Table 69 - Forecast Sales of Surface Care by Category: % 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 70 - Sales of Toilet Care by Category: Value 2018-2023

Table 71 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 72 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 73 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 74 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-in-the-united-kingdom/report.