

Toilet and Hard Surface Care - UK - March 2018

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“The toilet and hard surface care markets are at a crossroads, with brands seeking to arrest a long-term decline in value sales. The rise of multipurpose cleaners may have actually been bad news for brands in the long run, with consumers seeing them as commoditised and interchangeable. However, eco-friendly products have shown fast growth, suggesting future increased sales.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **The rise of eco-cleaning**

The size of the toilet and hard surface care market looks to have declined for the fourth consecutive year, with value sales predicted to have fallen further in 2017. Brands in the segment may be victims of their own success in promoting multipurpose cleaners as being the most effective tool for household cleaning – consumers appear to have taken this message to heart, to the detriment of sales of specialist cleaning products.

There are further challenges on the horizon too, with the declining size of households and the development of powered cleaning products both having the potential to dent sales. The rise of eco-cleaning does represent a bright spot of growth in the segment, however, with the acquisition of Method and Ecover by SC Johnson proof that the market foresees long-term increases in the value of this sub-category.

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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

The market

Decline expected to continue

Figure 1: Best- and worst-case forecast of UK retail value sales of toilet and hard surface care products, 2012-22

Companies and brands

Zoflora disinfectant benefits from new scents

Figure 2: Retail value sales of disinfectants, % share by brand, year ending November 2017

Domestos loses market share in bleaches

Figure 3: Retail value sales of bleaches, % share by brand, year ending November 2017

Toilet cleaning brand Duck strengthens market lead

Figure 4: Retail value sales of toilet cleaning and care products, % share by brand, year ending November 2017

Method and own-label gain in multipurpose hard surface cleaning...

Figure 5: Retail value sales of multipurpose hard surface cleaning products, % share by brand, year ending November 2017

...and in bath and shower cleaners

Figure 6: Retail value sales of bath and shower cleaning products, % share by brand, year ending November 2017

The consumer

Women more responsible for cleaning and purchasing

Figure 7: Responsibility of toilet and hard surface cleaning, by gender, December 2017

Figure 8: Responsibility of purchasing toilet and hard surface cleaning products, by gender, December 2017

Kitchen surfaces most frequently cleaned

Figure 9: Frequency of cleaning areas of the home, December 2017

Bleach most popular in toilet care

Figure 10: Usage of toilet cleaning products, December 2017

Sprays lead in hard surface cleaning

Figure 11: Usage of types of hard surface cleaning products, December 2017

Multipurpose cleaners dominate

Figure 12: Usage of hard surface cleaning formulas, December 2017

Environmental and health concerns are high

Figure 13: Behaviours around toilet and hard surface cleaning products, December 2017

Expensive to buy multiple products

Figure 14: Attitudes towards toilet and hard surface cleaning and care, December 2017

What we think

Issues and Insights

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The rise of eco-cleaning

The facts

The implications

The Market – What You Need to Know

Market continues to decline

Antibacterial multipurpose cleaners continue to grow in value

Toilet care benefits from interest in dedicated products

Ageing population is good news...

...but decline in household size a challenge

Supermarket price wars continue

Eco-friendly trend

Market Size and Forecast

Market continues to decline

Figure 15: UK retail value sales of toilet and hard surface care products, at current and constant prices, 2012-22

Decline expected to continue

Figure 16: Best- and worst-case forecast of UK retail value sales of toilet and hard surface care products, 2012-22

Forecast methodology

Market Segmentation

Antibacterial multipurpose cleaners continue to grow in value

Figure 17: UK retail value sales of toilet and hard surface care products, 2016-17

Toilet care benefits from value growth of rim blocks

Channels to Market

Supermarkets dominate

Figure 18: UK retail value sales of toilet care products, bleaches, disinfectants, and hard surface cleaners*, by outlet type, 2016-17

Market Drivers

Ageing population is good news for cleaning brands...

Figure 19: Trends in the age structure of the UK population, 2012-22

...but decline in household size is a challenge

Figure 20: UK households, by size, 2012-22

Consumer financial confidence may dent sales

Figure 21: Trends in current financial situation compared a year ago, 2015-17

Supermarket price wars continue

Figure 22: Type of store where the most money is spent in a typical month, September 2016 and September 2017

Eco-friendly trend

Figure 23: Tesco Eco Active Toilet Cleaner, February 2018

No time for cleaning

Figure 24: Employment trends, by gender, 2012-22

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Companies and Brands – What You Need to Know

- Zoflora disinfectant benefits from new scents
- Domestos loses market share in bleaches
- Method and own-label brands gain in multipurpose and bath and shower
- Toilet care NPD not driven by true innovation
- Major players dominate NPD in toilet care
- Hard surface care sees an eco-boost
- Unilever increases adspend share
- Dettol the most trusted brand
- Zoflora less known but rates highly on experience

Market Share

Toilet cleaning and care

Zoflora disinfectant benefits from new scents

Figure 25: Retail value sales of disinfectants, by brand, years ending November, 2016 and 2017

Domestos loses market share in bleaches

Figure 26: Retail value sales of bleaches, by brand, years ending November, 2016 and 2017

Toilet cleaning brand Duck strengthens market lead

Figure 27: Retail value sales of toilet cleaning and care products, by brand, years ending November, 2016 and 2017

Figure 28: Ecover's mission statement on ocean plastic, March 2018

Hard surface care

Method and own-label gain in multipurpose hard surface cleaning...

Figure 29: Retail value sales of multipurpose hard surface cleaning products, by brand, years ending November, 2016 and 2017

...and in bath and shower cleaners

Figure 30: Retail value sales of bath and shower cleaning products, by brand, years ending November, 2016 and 2017

Launch Activity and Innovation

Toilet cleaning and care

Toilet care NPD rises...

Figure 31: New product development in the UK toilet care market, by product segment, 2014-17

Figure 32: Examples of toilet bowl cleaner and toilet bowl freshener NPD in the toilet care and cleaning products market, 2017

...but is not driven by true innovation

Figure 33: New product development in the UK toilet care market*, by launch type, 2014-17

Figure 34: Domestos relaunch, July 2017

Figure 35: Winter edition own-label bleaches, December 2017

Figure 36: Zoflora promotion at Poundworld, February 2018

Major players dominate launch activity

Figure 37: New product development in the UK toilet care market*, by top 9 ultimate companies and other, 2017

Brands increase share of toilet care NPD

Figure 38: New product development in the UK toilet care market*, branded vs own-label, 2014-17

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Figure 39: Examples of own-label toilet care NPD, 2017

Figure 40: Examples of new varieties/range extensions under the Bloo and Harpic brands in the toilet care and cleaning products market, 2017

Eco-friendly products on the rise

Figure 41: Top 10 claims in the UK toilet care market* (based on leading claims for 2017), 2016 and 2017

Hard surface care

Hard surface care launch activity back in growth

Figure 42: New product development in the UK hard surface care market, by product segment, 2014-17

Figure 43: Examples of NPD in the hard surface care market, 2017

True innovation continues to decline

Figure 44: New product development in the UK hard surface care market, by launch type, 2014-17

Figure 45: Examples of new packaging in the hard surface cleaning products market, 2017

A more fragmented market

Figure 46: New product development in the UK hard surface care market, by ultimate company, 2017

Branded vs own-label share of launches stays consistent

Figure 47: New product development in the UK hard surface care market, branded vs own-label, 2014-17

Figure 48: Examples of own-label hard surface care NPD, 2017

Category sees an eco-boost

Figure 49: Top 10 claims in the UK hard surface care market (based on leading claims for 2017), 2016 and 2017

Advertising and Marketing Activity

Toilet cleaning and care

Advertising spend on toilet care continues to rise

Figure 50: Total above-the line, online display and direct mail advertising expenditure on toilet cleaning and care products, by segment, 2014-17

Unilever increases adspend share

Figure 51: Recorded above-the-line, online display and direct mail total advertising expenditure on toilet cleaning and care products*, by leading companies (based on 2017), 2014-17

TV dominates adspend

Figure 52: Recorded above-the-line, online display and direct mail total advertising expenditure on toilet cleaning and care products*, by media type, 2014-17

Figure 53: #EscapeWithZoflora, 2017

Hard surface care

Advertising spend slips further into decline

Figure 54: Total above-the line, online display and direct mail advertising expenditure on hard surface care products, by segment, 2014-17

Procter & Gamble takes adspend lead for hard surface care

Figure 55: Recorded above-the-line, online display and direct mail total advertising expenditure on hard surface care products, by leading companies (based on 2017), 2014-17

Digital adspend declines

Figure 56: Recorded above-the-line, online display and direct mail total advertising expenditure on hard surface care products, by media type, 2014-17

Figure 57: Dettol 'Protect Like a Mother' campaign, 2017

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 58: Attitudes towards and usage of selected brands, December 2017

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Key brand metrics

Figure 59: Key metrics for selected brands, December 2017

Brand attitudes: Domestos most trusted

Figure 60: Attitudes, by brand, December 2017

Brand personality: Bloo and Flash seen as accessible

Figure 61: Brand personality – Macro image, December 2017

Flash seen as efficient

Figure 62: Brand personality – Micro image, December 2017

Brand analysis

Dettol the most trusted brand

Figure 63: User profile of Dettol, December 2017

Domestos seen as expert

Figure 64: User profile of Domestos, December 2017

Flash seen as good value

Figure 65: User profile of Flash, December 2017

Mr Muscle seen as more fun than other brands

Figure 66: User profile of Mr Muscle, December 2017

Zoflora less known but rates highly on experience

Figure 67: User profile of Zoflora, December 2017

Duck well-used but rates low on experience

Figure 68: User profile of Duck, December 2017

Bloo struggles to communicate brand values

Figure 69: User profile of Bloo, December 2017

Ecover used by higher-income groups

Figure 70: User profile of Ecover, December 2017

The Consumer – What You Need to Know

Women more responsible for cleaning, purchasing

Kitchen surfaces most frequently cleaned

Older people clean more

Bleach most popular in toilet care

Sprays lead in hard surface cleaning

Expensive to buy multiple products

Environmental and health concerns are high

Ethical cleaning without losing cleaning performance

Cleaning and Buying Responsibility

Women more responsible for cleaning...

Figure 71: Responsibility of toilet and hard surface cleaning, by gender, December 2017

...as well as buying

Figure 72: Responsibility of purchasing toilet and hard surface cleaning products, by gender, December 2017

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Cleaning Frequency

Kitchen surfaces most frequently cleaned

Figure 73: Frequency of cleaning areas of the home, December 2017

Older people clean more

Figure 74: Everyday cleaning of bathroom and kitchen surfaces, by age, December 2017

Usage of Toilet Care and Cleaning Products

Bleach most popular in toilet care

Figure 75: Usage of toilet cleaning products, December 2017

Multipurpose cleaners used by just 29%

'Need for speed' detrimental for disinfectants

Usage of Hard Surface Cleaning Products

Sprays lead in hard surface cleaning

Figure 76: Usage of types of hard surface cleaning products, December 2017

Multipurpose cleaners dominate

Figure 77: Usage of hard surface cleaning formulas, December 2017

Steam cleaning gains popularity

Behaviours around Toilet and Hard Surface Cleaners

Environmental and health concerns are high

Figure 78: Behaviours around toilet and hard surface cleaning products, December 2017

Powered products could pose a greater threat

Non-scent as a driver

Attitudes towards Hard Surface Cleaning and Care

Expensive to buy multiple products

Figure 79: Attitudes towards toilet and hard surface cleaning and care, December 2017

Increased device usage means more cleaning

Ethical cleaning without losing cleaning performance

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

Appendix – The Market

Figure 80: Best- and worst-case forecast of UK retail value sales of toilet cleaning and care products, 2012-22

Figure 81: Best- and worst-case forecast of UK retail value sales of hard surface cleaning and care products, 2012-22

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