

Laundry & Cleaning: Demand, Sales, Competitor and Forecast 2016 – 2021

*Laundry & Cleaning Global Market 2016
Analysis and Forecast to 2021*

PUNE, INDIA, November 17, 2016
/EINPresswire.com/ -- The [laundry & cleaning](#) market is expected to grow 1.6% in 2016, the highest rise in over five years. With growth heavily reliant on replacement purchases and sales of everyday household essentials, the market has been relatively stable, while larger ticket items, such as kitchen bins and airers, have also benefited from the housing market recovery post downturn – though this will ease as housing

transactions slow.

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Key Findings

"The grocers will continue to take the lions share of spend over the next five years, though the channel share will fall 0.5 percentage points to 38.5% with the big four forecast to lose further ground as the discounters, Amazon and general merchandisers broaden their offers and improve accessibility via store rollout."

Price and convenience are the key drivers of retailer selection so those players able to absorb rising inflationary pressures over the next couple of years, and those opening new stores and investing in online fulfillment services will be better positioned to maintain their share of spend on laundry & cleaning items.

Only 35.3% of shoppers purchase laundry & cleaning items on impulse, with little style, innovation and desirability in the category driving 'wants driven' purchases, making more substantial sales growth challenging.

Synopsis

Laundry & Cleaning 2016 is part of Home Retail Series of report, which provides expert insight into the laundry & cleaning market, with forecasts of values and volumes up to 2021. It delivers deep quantitative and qualitative insight into the UK market, analyzing key trends in the market based consumer data from survey. It provides in-depth analysis of the following: key issues and strategies for success, market size and forecast, retailer profiles including a detailed look at the dominant players including market shares, customer data and future outlook, and consumer data including a detailed



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look at what, how and where people are buying laundry & cleaning products.

Reasons to Buy

Identify which consumers to target and how to drive spend from them by utilizing our shopper penetration data and understanding what influences their retailer selection and spending motivations
Using our five year forecasts to 2021, understand which subcategories are the fastest performing to ensure more focus and investment in these winning product areas

Gain a greater knowledge of how cleaning & laundry brands and manufacturers add style and innovation to items and use this to improve the desirability and function of own label collections

Understand how the online channel can be better utilized to sell cleaning & laundry items by using our online penetration and expenditure forecasts and analysis on channels and online fulfillment

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