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The Grocer Guide to...

The
Grocer

Household, hygiene & personal care



Analysis

Making a clean sweep

UK consumers' new-found obsession with keeping themselves and their homes free from infection and bacteria respectively has resulted in a sales boom for the category, but do suppliers believe that these habits will persist as Covid-19 lockdowns ease?

↙ A joke recently aired in between transmissions on the Dave television network reads: 'Cleanliness is next to godliness... if you rip out a few pages in the dictionary!'

While that might be funny enough, cleanliness and hygiene have been far from laughing matters for the UK public over the past year-and-a-half amid the Covid-19 pandemic. The recent sales surges for household, hygiene & personal care products are testimony to a nation concerned with its health and wellbeing as never before and determined to minimise the risk of infection both at home and on-the-go.

As the government urged its 'Hands, face, space' message, the market for hand sanitisers "exploded during

the pandemic", says Ian Anderson, commercial director at Nice-Pak International. "During its peak, the hand wipe market was valued at almost £19m – over three times the size it was in 2019¹. The market continues to grow with the latest data now valuing the hand wipes market at just over £19m²."

The company's brand, Sani Hands was the leading hand wipe during the pandemic¹, he says and continues to be the number one, accounting for 30% of the market²."

DCS Group head of category & insight Matt Stanton agrees that hand cleanliness products enjoyed significant increases throughout 2020. "Looking at the Nielsen market data from October 2020, hand sanitisers

saw growth of 821% year on year in the independents channel, jumping from value sales of £1m to £9.3m and making the category bigger than shower & bath and liquid hand wash³," he says. "Consumer behaviours have changed due to the pandemic, with 85% of people washing their hands more frequently⁴, 35% of people now expecting to carry a hand gel when they leave home and one in three using more hand gel than they used to⁵."

Many tertiary brands have risen during the pandemic, he notes, but DCS Group's Carex continues to dominate the total category, he says.

Andrea Crompton, category director at personal care specialist Baylis & Harding, notes that neither her company



nor anyone else could meet the early surge in demand for hand sanitisers, which it was already offering pre-pandemic. “Since then, we have seen more than 130 new brands enter the market, which has now been flooded with excessive amounts of over-supply,” she says. “We continue to offer shoppers a premium-quality product from a brand and with a formulation they can trust.”

Sales of the hand wash category are still buoyant, at around one-third more in 2021 than in 2019, she adds.

Home cleanliness

Along with personal hygiene, the UK’s transition to remote working acted as a catalyst for bringing household cleanliness to the forefront of day-to-

day life, says Clare Bolland, marketing manager for Marigold at Freudenberg Household Products. “In line with this shift, market data shows Marigold’s range of gloves experienced a 38% surge in year-on-year value sales in 2020, surpassing the total gloves market increase of 33%⁶. Following this, a further 23% uplift was reported in the total gloves category in the four-week period to 24 April 2021 compared to the same period in 2019⁷.”

Similar success was seen for the company’s Vileda mop brand, reveals marketing manager Lorna Watts, which reported a market share of 58% in the wet floor cleaning category⁸.

Meanwhile, Covid-19 has served to raise the profile of the cleaning tools

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category across all age groups, agrees Jo Evans, marketing manager at Mapa Spontex. “With more time spent at home, new cleaning routines have been formed, usage occasions have increased and new categories such as gloves have been entered.” She estimates that the total cleaning tools & gloves category has grown 4.1%, as a result, with Spontex value sales up 18.1%⁹, and the brand now being bought by one-third of UK households¹⁰, she adds.

Unilever’s Lifebuoy brand has now extended its range into the home care category, with a five-piece multi-surface antibacterial range under the Botanitech label, “as the emphasis on keeping homes safe and free from germs remains front of mind for many”, says Benoit Roger-Machart marketing and business development director for Lifebuoy in the UK & Ireland. The products are suitable for a range of surfaces, including baby-related and food preparation areas, killing 99.9% of bacteria and viruses, he notes.

Food arena

Moreover, with consumers spending much more time at home, there was heightened awareness on all household fronts, including cooking and home baking. Reducing waste and storing food properly were important factors in maintaining household food management, with brands like Bacofoil’s food bags and baking paper reaping the benefits, both of which grew by 80% in value¹¹, reveals Zoe Lunn, senior brand manager for Bacofoil at brand owner Melitta. “In the last 12 months, value and volume sales for Bacofoil have grown by 30% with an extra £10m being added to the sales value¹¹,” she says. “Data from a recent internal U&A [usage & attitude] study revealed the importance of food management since the beginning of the pandemic for consumers. This provides a sense of control at a time of insecurity and includes things like planning ahead, batch cooking and home baking, which help to provide reassurance and self-satisfaction.

“Storage also plays an important role as efficient storage reduces waste, which has financial and environmental benefits, along with an improvement in the appearance of the kitchen, cupboard or fridge, which is important to some – particularly brand users.”



Brand trust

Trust has become a real issue for consumers amid a time of uncertainty and brands with strong credentials are playing that card to reassure shoppers and make them feel at ease.

“Consumers are looking for brands they know and trust, so retailers should prioritise well-known brands first¹²,” says DCS Group’s Stanton. “Shoppers notoriously trust brands, believing that branded products are more efficacious than tertiary or own-label offerings. For this reason shoppers are willing to pay more for these products.

“On-pack claims continue to be of high importance to consumers – for example, ‘kills 99.9% of bacteria’,” he adds. “These claims help to reassure consumers of brand efficacy.”

As such, he says, strong in-store displays such as FSDUs [free-standing display units] and gondola ends, and strong online activation engage and entice shoppers into the category.

“An increased focus on hygiene and engagement with cleaning has driven

shoppers to trade up into brands like ours as they seek the reassurance of well-known and trusted products that bring performance benefits,” says Mapa Spontex’s Evans. In cleaning tools & gloves, brand share is up 6.3 percentage points from 47.8% a year ago to 54.1% in the latest year as shoppers move away from private label in search of quality, efficiency and hygiene¹³.

“To help shoppers navigate the fixture more easily and make our brand stand out from the crowd, we have relaunched our complete range of cloths and scourers with a new, simplified, impactful packaging design that’s colour-coded, based on category segmentation, and communicates clearly on specific product benefits.”

“Brand strength and staying top of mind where consumers are concerned is key for us every year,” says Melitta’s Lunn. “We are always reassuring consumers as to why they should trust and choose Bacofoil for all things food management – whether on our packaging or in our marketing activity.”

Social skills and clean-fluencers

Keeping top of mind with consumers is key to modern brand marketing – and social media has become vital in addressing younger audiences, in particular.

“Social media has been a great cost-effective channel to reach and engage with our target audience and allows the [Bacofoil] brand to be always on and deliver value through inspiring content, helping to keep it top of mind,” says Zoe Lunn, senior brand manager for Bacofoil at Melitta. “We also see the value of influencers in this channel

to aid relevancy, connectivity and reach among our target audience. The key for us is aligning with influencers who share the same values and interest, having a positive impact on our brand image.”

In the cleaning arena, consumers have become fond of tips and tricks shared online, by a new breed of ‘clean-fluencers’, whom brands use to endorse their products.

“For both Vileda and Marigold, social media has become incredibly important,” says Clare Bolland, marketing manager for Marigold at Freudenberg

Household Products. “We recently hosted a virtual event with Lynsey ‘Queen of Clean’ Crombie, a popular clean-fluencer who proved a big hit. While this was a PR event aimed at driving awareness and product coverage, Lynsey also posted three sets of Instagram stories.

“While working with influencers is key to gaining social media traction, it’s important to recognise the effectiveness of relevant influencers rather than just working with someone because they have a high follow count,” she adds.

Digital and social are great tools to engage with consumers and drive awareness, says Jo Evans, marketing manager at Mapa Spontex. However, she sounds a note of caution: “Brands that focus too heavily on clean-fluencer endorsements often experience short-term benefits but are unable to match the consistent proven performance of our high-quality products. So, TV coupled with in-store media and activations at point of purchase remain some of our most effective communication tools.”

Taking the message to consumers

Apart from social media (see panel above), suppliers have varied strategies for engaging with their audience.

At the beginning of 2021, Nice-Pak relaunched its website for Sani Hands, featuring a Hygiene Hub to share the latest news, guides, hints and tips. The company has also placed features in both the national and trade press and has been working with retailers, including Tesco, Sainsbury’s Asda, Waitrose, Ocado, Amazon and CostCo to raise awareness of the brand, using mechanics such as in-store POS, digital advertising and price promotions. “We feel the greatest opportunities lie at the point of sale, as these are a convenience purchase, designed to give consumers portable peace of mind,” says Anderson.

The benefits of engaging with customers through social media are exponential, but that doesn’t diminish the positive aspects of other digital avenues as well – and even print, maintains Freudenberg’s Watts. “For instance, it’s through digital ads that

we’ve seen added reach in support of TV campaigns; to support the recent Vileda TV campaign featuring the Turbo Smart and 1-2 Spray mops, we’ve utilised digital platforms to further push our product in front of our key demographic. We’re also able to get across more information in a short amount of time, which means we can highlight the key features and benefits and push our hygiene messaging: these mops remove 99% of bacteria with just water¹⁴. It’s the combined approach of digital, TV and print that has allowed Vileda and Marigold to remain the UK’s number one mop and gloves brand, respectively¹⁵.”

Over the past year, Unilever has invested in a £12m MMS [multimedia messaging service] campaign to educate people on how they can make simple, but effective changes to their everyday hand hygiene routines, explains Roger-Machart. “The above-the-line campaign was tactically placed to remind families to wash their hands at high infection moments during their day – from catching buses to going to the

supermarket. Our investment continues this year, too, as we are set to launch an £8m marketing campaign from 26 July, which will be visible across TV, radio, out-of-home and in-store.”

In addition, the company has invested in educating children on the importance of hand hygiene “as we know during their primary school years, they embed learnings and behaviours about how to look after themselves and others”, he says. Reaching more than 1.5m children, the company has supplied them with learning materials and tools, including fun and engaging games to show them how easily germs can spread and how to wash their hands effectively. “Our aim is to continue to support education in the classroom and reach 3m children by the end of 2022 with our bespoke learning resources.”

Eco-friendliness

While product efficiency remains the primary purchase driver for consumers in the household, hygiene & personal care category, they are now according a lot more importance to the environment

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when choosing their cleaning products, acknowledges Mapa Spontex's Evans.

"Shoppers are aware of the impact consumables have on the planet, so we will always consider this during our product development. Our recently launched Soap Pads are a great example of what we are striving to achieve; they have a 100% recyclable cardboard pack that's very different to anything used in this sector. We use 100% biodegradable soap that's free from animal ingredients and hazardous preservatives, plus 85% recycled steel wool to make the pads. We are also in our third year with Terracycle® and have succeeded in recycling almost 1.5 million disposable gloves, keeping them out of landfill. Ultimately, planet-friendly products are the new norm, which presents an exciting opportunity for us to work with our retail partners to drive real change across the cleaning tools & gloves category."

Baylis & Harding's Crompton says the company's new Goodness brand, launched in early 2020, has seen "a large success" in appealing to the eco-conscious shopper through its product and packaging. "The bottle is 100% PCR and recyclable and the product is 98% naturally derived," she says. "It's also Vegan Society accredited and biodegradable, as well as being made in the UK, which is also an important consideration for many consumers." The company is introducing a kids range under the brand this year.

In addition, 2L refills across its Signature and Goodness ranges are a new format for Baylis & Harding,

responding to shopper concerns over plastic, adds Crompton. "Our 2L Signature refill is the only fully recyclable refill of the major brands, as other brands' pouches are not recycled by kerbside collection."

As part of its 100% Circular Mission to only use recycled or renewable materials in its production process, Melitta introduced its new Bacofoil PVC-free Cling Film with easy-cut system, made from 15% recycled resources to address consumer concerns on the recyclability of cling film and its impact on the environment. "Designed to address the key consumer pain point associated with cling film – the difficulty of cutting the film – the packaging features a unique curved cutting edge for a clean cut every time," says Lunn.

Most recently, the company has introduced a reusable Beeswax Wrap under the brand, made from ethically sourced, bio-certified organic beeswax, GOTS-certified cotton, traditionally harvested pine resin and 100% biodegradable materials," she adds. This NPD forms part of the Bacofoil Honest 100 strategy, which pledges to see the business strive to achieve a more circular economy by 2025.

"With some products this is harder than others. For example, plastic has a lot of uses and provides properties that, currently, other materials just cannot deliver," adds Lunn. "However, wrong usage and disposal of plastics causes environmental problems we just cannot ignore. Going circular is a long journey, but we believe it is the right and only way."



Offering consumers refill options is another strategy used by suppliers to reduce overall packaging.

"Carex was the first hand wash brand to introduce refill pouches, which save up to 85% plastic versus using the equivalent pump packs," says DCS Group's Stanton. "The bottles are all 100% recyclable, and Carex bottles are also manufactured using 30% recycled plastic."

Among NPD at Mapa Spontex is the Spontex Window Cloth, which Evans says eliminates 99% of bacteria. "It can be used with just water; there's no need to use cleaning detergents, which could pollute streams and rivers. It can be washed in the washing machine up to 500 times for use over and over again and the packaging is 100% recyclable," she says.

In addition, the firm has introduced its Spontex Protect 100 Disposable Gloves, which are multiuse and





+266%
Growth of hand disinfectants year-on-year (YOY)^a

+43%
Growth of liquid hand wash YOY^b

+14%
Growth of household cleaners YOY, driven mainly by multipurpose SKUs^c

+49%
Growth of disinfectants YOY^d

All statistics from Nielsen

resistant, as well as latex- and powder-free. They can be recycled through the company's disposable gloves recycling scheme in partnership with Terracycle[®] to keep them out of landfill, she adds.

Another brand unveiling a new partnership with Terracycle[®] is Marigold – “to provide shoppers with a more sustainable way to give their Marigold gloves a new lease of life and prevent them going to landfill”, says Freudenberg's Bolland. The entire Marigold durable and disposable glove range can now be recycled through the Terracycle[®] programme and the scheme has recently been extended to include home collections. Meanwhile, the company's Vileda brand has launched a ‘Love it Clean’ campaign, creating products that last and design out waste. Both the Turbo Smart Spin Mop and the 1-2 Spray Flat Mop, feature removable, machine washable and reusable microfibre mop head/pads,

which can withstand 200 washes, eliminating the use of disposable alternatives, says Watts.

In the hand wipes sector, Nice-Pak's Anderson says its Sani Hands brand contains nothing other than fibres made entirely from sustainable sources, significantly improving the environmental profile of the product. “They are also degradable, proven to break down in landfill conditions within 15 days in accordance with the ISO 15985 (2014) standard,” he adds.

Looking ahead

Baylis & Harding's Crompton says she believes that this is now “a threshold moment” for many companies in category, with hygiene now a “core part of the beauty and personal care routine”.

“Safeguards such as enhanced hygiene measures are likely to stay in place beyond Covid-19,” maintains Nice-Pak's Anderson. “As we emerge

from lockdown, our latest Kantar data shows the demand for wipes has remained strong, as people look for effective and convenient access to hygiene on-the-go. Hand hygiene is extremely important to help prevent the spread of enveloped viruses, such as coronavirus.”

DCS Group's Stanton believes the focus on antibacterial products is here to stay. “We expect sales to continue ahead of pre-pandemic levels. Shoppers expect their cleaning products to eliminate viruses and bacteria, so products highlighting their antibacterial properties, will continue to perform ahead of those that do not.”

“Our U&A study showed that the coronavirus outbreak has prompted changes in food management and increased planning,” says Melitta's Lunn. “Consumers, at home more, have developed habits that aren't likely to disappear altogether once the pandemic is over. ‘Home making’ has increased in importance, driven in part by social media influencers providing home management tips and imagery of home organisation.

“Environmental concerns play a key part in attitudes and behaviour towards usage of freshness and flavour products. There is a desire to do the right thing, and a claim of willingness to pay more for more eco-friendly credentials where products are concerned. The behavioural and attitudinal shifts observed would suggest that it is more than a passing trend.”

Sources

- ¹ Kantar, Wipes data, 52 w/e 29.11.20
- ² Kantar, Wipes data, 52 w/e 21.03.21
- ³ Nielsen, Skin Cleanse, Impulse, Value Sales, MAT 17.10.20
- ⁴ StreetBees: Personal Care & Hygiene Dashboard, June 2020, All Markets; Homecare Dashboard, May 2020, UK
- ⁵ Nielsen to April 2020, Dunhumby Shopper Thoughts, Supplier Estimates
- ⁶ +15 IRI, Gloves Category, UK Total Market, Value Sales, 52 w/e 05.12.20
- ⁷ IRI, Gloves Category, UK Total Market, Value Sales 4 w/e 24.04.21
- ⁸ IRI, Floor Cleaning Category, UK Total Market, Value Sales, 52 w/e 02.01.21
- ⁹ +13 IRI, Branded Wiping, Scouring, Dusting and Gloves, Major Multiples, Value Data, 52 w/e 15.05.21,
- ¹⁰ Kantar, FMCG Purchase Panel, 52 w/e 27.12.20
- ¹¹ Nielsen, ScanTrack, 52 w/e 27.03.21
- ¹² McKinsey & Company, M&S Covid Europe Consumer Pulse Survey, week of 06.04.20 across Italy, France, Germany, Spain, the UK & Portugal, N=5,645 sampled and weighted to match general population 18+ years
- ¹³ See 9
- ¹⁴ Research by independent accredited Institute for Microbiology and Immunology: Vileda 1-2 Spray Mop removes E.coli and S.aureus from hardwood floor & ceramic tile as tested at a 3rd party lab.
- ¹⁵ See 6

Statistics panel

- (all courtesy of DCS Group)
- ^a Nielsen, Hand Disinfectants, Total Market, Value Sales MAT 27.03.21
- ^b Nielsen, Hand Wash, Total Market, Value Sales, MAT 27.03.21
- ^c Nielsen, Household Cleaning, Total Market, Value Sales, MAT 24.04.21
- ^d Nielsen, Disinfectants, Total Market, Value Sales MAT 24.04.21

Baylis & Harding

From our family to yours

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KEY BRANDS

Elements Hand wash & Body wash

As the No.2 handwash brand in the UK¹, Baylis & Harding is a master of its craft, delivering everyday luxury to people’s homes at an attainable price for all to enjoy, says the company. “A beloved British brand, our collections are proudly displayed due to their beautiful designs, and lovingly used with their carefully crafted formulations in many homes across the UK,” it says.

Founded in 1970, Baylis & Harding is a family business, grown from humble beginnings to today’s award-winning, international success. This success is driven by continually adapting to the changing world and listening to the needs of its consumers. Tania Slater, co-owner and creative director, comments: “As we move forward into a new era, we’re evolving and listening to our loyal customers, while also considering the changing world around us. We’re on a step-by-step journey, celebrating expertise while nurturing our luxury brands to be more sustainable with future generations in mind.”

Baylis & Harding is committed to becoming the sustainable luxury brand of choice, she adds. A key part of its sustainable agenda has been its recent partnership with recycling innovator TerraCycle® to provide a free, easy solution to recycling the pumps, caps and tubes that UK council recycling systems struggle to handle, preventing them from ending up in landfill or incineration. This scheme will help to move waste from a linear system to a more circular one and have a positive effect on the environment.

One of the brand’s newest launches has been its Elements collection, a stylish, interiors-led hand wash



“We’re on a step-by-step journey, celebrating expertise, while nurturing our luxury brands to be more sustainable with future generations in mind”

and shower collection. “Combining elements and textures in your home brings style to your environment,” notes Slater. “Launched in 2020, the Elements hand wash collection fast became the largest NPD hand wash launch of the year and the top selling NPD in the washing & bathing category².”

Building on this success, the sub-brand has been expanded to include three luxurious body washes, enriched with added moisturisers. Vegan Society-registered, they are infused across three fragrances: White Tea & Neroli; Pink Blossom & Lotus Flower; and Dark Amber & Fig. “These chic and statement products combine interiors-led bottles with mood-boosting fragrances, creating stylish accessories that add the perfect finishing touch to your bathroom,” says Slater.

Targeted marketing spend in 2021 includes intensive activity to support all new product launches, as well as above-the-line TV advertising and extensive social media and PR campaigns.

Slater concludes: “Baylis & Harding remains focused on delivering the world’s best luxury toiletries at affordable prices. We are thankful to the loyal shoppers and retail partners for their support in helping the business become the globally recognised brand it is today.”

Source

¹ Nielsen ScanTrack GB Total Coverage Value Sales 52 w/e 22.05.21

² Nielsen ScanTrack GB Total Coverage Value Sales 52 w/e 26.12.20

EST 1970
BAYLIS & HARDING
ELEMENTS



*from our family
to yours X*

Our new Elements Body Wash & Hand Wash Collection brings a touch of style to any bathroom. The design is perfectly targeted for those house proud individuals who are looking for those perfect finishing touches around their home. The collection is beautiful from the outside but also from the inside, with the Body Wash formulation enriched with added moisturisers and the Hand Wash with added Vitamin E.

Beiersdorf

Spreading the care message

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KEY BRANDS

Nivea

July 2021 (5-11) has just seen the UK's second National Hygiene Week, an annual community support activity designed to raise awareness around the issue of hygiene poverty. This year, Nivea was proud to be one of the major brands stepping forward to help tackle this serious but generally overlooked issue.

Through our partnership with The Hygiene Bank, a supportive community-in-action movement, Nivea Cleanse & Care has created a new campaign that sets out to tackle hygiene poverty, one donation at a time, says the company. Every Nivea Cleanse & Care item purchased online during the whole month of July will be matched by a donation of an essential hygiene and personal care product from Nivea to The Hygiene Bank, under the company's 'Buy One, Give One Free' scheme.

"This National Hygiene Week, we are asking everyone to 'look up' hygiene poverty and take action," it notes. "With 22% of the population living in poverty before the crisis, we want to see our social movement grow, as we know the number of individuals unable to afford to keep clean will likely rise due to the long shadow of the pandemic."

Hygiene poverty crisis

The Hygiene Bank was set up by Lizzy Hall in 2018 in response to the hygiene poverty crisis. Currently, around one-fifth of the UK population (approximately 14m people) are living in poverty¹ – and within this number are thousands of children. Young people are particularly susceptible to issues around personal hygiene –



“This National Hygiene Week we are asking everyone to ‘look up’ hygiene poverty and take action. We want to see our social movement grow”

issues that can have a deep and lasting impact on emotional wellbeing.

In fact:

- Around 80% of primary school teachers report a rise in children arriving at school unwashed over the last five years;
- And almost 50% have witnessed bullying based on hygiene issues².

With its 'Buy One, Give One Free' campaign, Nivea says that the company is putting 'care' at the heart of social change and offering everyone the joy of making a genuine difference in the lives of others.

#sharethecare

Tackling hygiene poverty is a community movement that Nivea is happy to support. This is closely aligned with its #sharethecare activity, which showcases acts of care from people everywhere, celebrating kindness and generosity, because every small act of care can go on to inspire more, it says.

To find out further details on the products included in Nivea's 'Buy One Give One Free', go to nivea.co.uk/hygiene-bank. To find out more about The Hygiene Bank, visit thehygienebank.com.



Source
¹ Social Metrics Commission
² In Kind Direct, 2017



BUY ONE *give* ONE FREE

CARING TOGETHER



As part of our support for National Hygiene Week, for the whole month of July every NIVEA Care & Cleanse item purchased online at Nivea.co.uk will be matched with the donation of a personal care product from NIVEA to The Hygiene Bank.



For qualifying products please see Terms and Conditions at www.nivea.co.uk/about-us/terms-and-conditions
The Hygiene Bank is a registered charity in England and Wales number: 1181267 and Scotland: SC049895.

#sharethecare

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Nurturing consumer safety

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KEY BRANDS

- Carex
- Fairy
- Flash
- Domestos
- Dettol
- Dove
- Listerine
- Radox
- Enliven
- Palmolive
- Sanex
- Imperial Leather
- Mr Muscle
- Cif
- Cillit Bang
- Finish
- Simple
- Glade
- Vaseline
- Nivea
- Andrex
- Plenty
- Kleenex
- Duck
- Viakal
- Shake & Vac
- Vanish
- Milton
- Harpic
- Original Source
- Ajax
- J Cloth
- Mr Sheen
- Pledge
- Calgon
- Windolene
- Brillo
- Neutrogena

As the UK's number one hand wash and hand sanitising brand¹, Carex was proud to play a key role in helping to keep consumers safe through the pandemic, and the outlook for the year ahead is good, says Nick Dawson, UK sales director at brand owner PZ Cussons. "Our strong brand resonates with people. Consumers want brands they can trust and, in hand hygiene, products that both care and protect, which is at the heart of what Carex does. "We have built up a portfolio of products across hand wash and hand sanitiser that meet the needs of the category – from on-the-go 50ml hand gel, our advanced hand wash, through to our B2B lines."

The way media is consumed is changing constantly, says Dawson. "For Carex it is about utilising multiple touchpoints to reassure consumers we are always there for them," he notes. "Over the past 12 months, we have utilised traditional media such as television and out-of-home to great effect. This has been complemented by a strong digital plan that includes the use of partnering with highly credible influencers, activating strong paid social campaigns and pay per click.

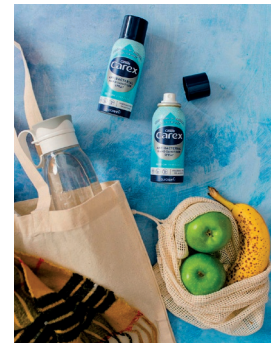
"Most recently we toured the country with our giant Carex bottle to hand out samples to people as restrictions eased. It was great to interact with consumers and get direct feedback on the products.

"We've had to be extremely sensitive to the mood of the nation over the past year, especially as Carex is a hand hygiene brand. Our communications have been relevant to the ever-changing events, to ensure Carex is delivering the right message at the right time. We plan to keep these trends and insights at the forefront of our thinking.

"We also have several partnerships, such as City in the Community to support engagement with local schools, as well as charity link-ups to donate product to those in need.

New product development

"Towards the end of last year we introduced our Carex 100ml hand and surface spray following a consumer study that highlighted the need for a



“Consumers want brands they can trust and, in hand hygiene, products that both care and protect, which is at the heart of what Carex does”

product that could do more than just hands,” reveals Dawson. “Respondents wanted a product that they knew would work on surfaces without the need to carry multiple items.

“We are also launching a new hand wash range, Carex Nurture, which will be in-store in time for this year’s winter cold and flu season. This uses our most caring formulation to help look after hands, as we are washing them more than ever. Consumer testing has proven that using the new Carex Nurture range leaves skin feeling softer and more moisturised after every wash.

“There are exciting plans on the Carex brand for the remainder of this year and into next year,” he says. “We will be promoting the use of Carex hand gels on-the-go and in out-of-home locations. This is about Carex being there for consumers as restrictions ease and enabling the nation to get back to doing what we love feeling safe and reassured.”

Source
¹ Nielsen, Total Coverage, Value Sales to 22.05.21

ALWAYS STOCK



THE UK'S NO.1

BRAND FOR HAND WASH AND HAND SANITISER**



Use Sanitisers Safely. Always read the label and product information before use. *Enveloped Viruses.

That's why we Carex

**Nielsen, Total Coverage, Value Sales to 22nd May 2021

Freudenberg Household Products

Trusted brands for hygiene

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Marigold
Vileda

Amid the pandemic, personal hygiene and household cleanliness have become increasingly important to consumers. As a result of this growing trend, Marigold gloves experienced a 38% surge in market value sales year-on-year in 2020 versus the same period in 2019, surpassing the total gloves market increase of 33%¹, says marketing manager Clare Bolland. “This success established Marigold gloves as the best-selling gloves brand in the UK², with market data showing a 16% increase in value sales³,” she notes.

“To address the growing concerns around eco-friendly products, Marigold became the first brand in the UK to offer a recycling solution for its durable gloves, partnering with recycling innovator TerraCycle®,” she reveals. “We are extremely pleased to share that the entire Marigold durable and disposable glove range (including its plastic packaging) can now be recycled for free through the nationwide TerraCycle® recycling programme.”

Throughout the pandemic, consumer preference geared towards the market’s more trusted brands, due to hygiene and cleanliness moving to the forefront of customers’ concerns, adds Vileda marketing manager Lorna Watts. “With a loyal customer base already established, Vileda remains the UK’s number one mop brand⁴,” she says.

Vileda has focused on building a rapport with consumers across all touchpoints, notably through its annual promotional campaign. This year’s campaign, both in-store and online, aims to give customers treats for all the family to enjoy at home, as the lifting of



“Throughout the pandemic, consumer preference geared towards the market’s more trusted brands, due to hygiene and cleanliness moving to the forefront of customers’ concerns”

lockdown restrictions remains unclear. “With four treats available, worth up to £80, Vileda has demonstrated it is in-tune with its customers, while aligning the brand and products with its key messaging, – ‘It feels good to feel at home’,” explains Watts.

“As consumer expectations continually evolve, we have continued to deliver innovative products that meet with all hygiene and cleaning needs. For instance, the Marigold Let It Shine! Microfibre Cloths remove over 99% bacteria with just water⁵ and the Wiper Upper Multi-Purpose Cloths are treated with anti-bac, keeping your cloth hygienic for longer⁶. Both products have become must-haves for consumers who are wanting to keep their homes looking good and feeling protected.”

The support for the brands and their key messages has been consistent across comprehensive marketing campaigns that stretch across print media, digital, PR and influencer activity. These include Marigold’s partnership with TerraCycle® (to promote sustainability) and Happiness Survey, alongside Vileda’s national promotional campaign, which encourages consumers to feel good while at home, and a virtual influencer event to drive website traffic and increase awareness.

Source

- ¹ IRI, Gloves Category, UK Total Market, Value Sales, 52 w/e 05.12.20
² IRI, Gloves Category, UK Total Market, Value Sales, 52 w/e 24.04.21
³ IRI, Floor Cleaning Category, UK Total Market, Value Sales, 52 w/e 02.01.21
⁴ Research by an independent, accredited institute for microbiology & immunology. Marigold Let It Shine! Microfibre Cloth removes E.coli & S.aureus from laminate countertops and ceramic tile as tested at a third-party lab
⁵ Product contains antibacterial ingredient silver chloride. Reduction in bacteria growth tested by third-party lab for S.aureus. Bacteria reduction helps to avoid bad odours and improves hygiene in the cloth



HYGIENE CLAIMS

Marigold®

For a brighter clean

Cleaning with Confidence



Marigold Wiper Upper is treated with Anti-Bac to keep your cloth hygienic for longer***.



Marigold Let It Shine! Microfibre Cloths remove over 99% of bacteria with just water**.

Part of the Marigold range of cloths & scourers.



Visit our website
www.marigold.co.uk

* Source: IRI, total Market value sales for the total gloves category for the period comprising 52 weeks ending on 27th February 2021.

**Removes E. coli & S. aureus from laminate countertops & ceramic tile as tested at a 3rd party lab

***Product contains antibacterial ingredient silver chloride. Reduction in bacteria growth tested by 3rd party lab for S.aureus. Bacteria reduction helps to avoid bad odors & improves hygiene in the cloth.



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Experts in clever cleaning

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Spontex
 The Essentials by Spontex
 Spontex Specialist

As the UK's No.1 cleaning tools brand¹, Spontex believes greater awareness of hygiene, brought about by Covid-19, has led to more consumers seeking the reassurance of well-known and trusted brands with products that bring performance benefits. With more time spent at home, new cleaning routines have been formed, usage occasions have increased, new categories such as gloves have been entered and, as consumers remain highly engaged with cleaning, they'll continue to actively seek out the best products for the job, says the company.

The total cleaning tools & gloves category value has grown by 4.1%, with Spontex's value sales outperforming the market, up 18.1% and with share rising 2.7 percentage points to 22.6%², it says. Spontex's growth has been largely driven by an increase in penetration (+24.1%) and the brand is now bought by one-third of UK households³.

80 years of know-how

"Having created the world's first cellulose sponge in 1932, Spontex has gone from strength to strength, developing a complete range of market-leading products with added-value features to make cleaning better, quicker and easier," says marketing manager Jo Evans. "Having worked closely with consumers to explore attitudes and behaviours, Spontex understands the category from a consumer perspective. It has found a spectrum of cleaners, from less to more house-proud, and while it's clear that cleaning triggers and motivations are different, there are two common criteria – a good end-result and products that deliver this efficiently.

"In keeping with our brand principles, we always ensure our products are innovative, consumer-driven and offer a best-in-class solution for consumers and, consequently, retailers," she adds. "The exceptional rates of sale of our market-leading products vs other brands clearly demonstrate the success of this approach."

Spontex is fully committed to building a sustainable product range. Its Soap Pads, with a recyclable cardboard pack, 100% biodegradable soap free from



“With more time spent at home, new cleaning routines have been formed, usage occasions have increased and new categories have been entered”

animal ingredients and hazardous preservatives, plus 85% recycled steel wool, embody this ethos, says Evans. "We're proud of our progress in removing single-use plastic and non-recyclable packaging and unique manufacturing know-how that allows us to provide great value and long-lasting products, thereby reducing waste. When we launch disposable products to meet consumer needs, we believe in giving them a second life." Through its partnership with TerraCycle®, Spontex has succeeded in recycling almost 1.5 million disposable gloves.

Shelf shout

A category-focused approach is essential to stand out from the crowd and drive sales, says Evans. To help shoppers navigate the category, Spontex has relaunched its packs with an impactful, colour-coded design that clearly communicates the specific product benefits. "To engage shoppers, strong promotions and activations, coupled with upweighted digital and social, are important. With plenty of exciting initiatives planned, we will continue to be the right branded partner in the cleaning tools category, with the must-have range to drive category growth."



Source

¹ IRI, Branded Wiping, Scouring, Dusting and Gloves, Value Data 52 weeks to 15.05.21, Total Market
² IRI, Branded Wiping, Scouring, Dusting and Gloves, Value Data 52 weeks to 15.05.21, Major Multiples
³ Kantar, FMCG Purchase Panel, 52 w/e 27.12.20



Drive category growth

with the

UK's No.1

cleaning tools brand...



#1

position with 40% share of branded cleaning tools

#1

driver of branded cleaning tools growth

#1

brand delivering a higher rate of sale than competitors

6/10

top sellers in branded cleaning tools are Spontex

Spontex is the UK's No.1 cleaning tools brand* with over 80 years dedicated to creating a complete range of high quality cloths, scourers and gloves designed to make cleaning less effort!

To find out more call 01905 450300 or speak to your Account Manager today!

* Source: IRI Branded Wiping, Scouring, Dusting and Gloves, Value Data 52 weeks to 15th May 2021, Total Market.

Melitta UK

Making the everyday easier

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Bacofoil
Melitta

 Bacofoil, the UK's number one food wrap brand, has seen significant growth during the last 12 months, outperforming the category in both value and volume and growing by 30%¹ respectively year-on-year.

Senior brand manager Zoe Lunn says: "In the last year, several factors have driven growth for Bacofoil. During the Covid pandemic and lockdowns, home cooking, baking and food management became national interests, delivering spikes in demand in the food wrap category. This, combined with Bacofoil's exciting new product launches and fresh approach to marketing, has seen our market share grow, meaning even more consumers can experience Bacofoil's high-quality product range.

"At Bacofoil we always develop products with unique benefits that aim to take the hassle out of everyday jobs. Our digital and social media-led consumer marketing strategy is all about brand relevance, focusing on the role of Bacofoil in everyday moments.

"During the last 12 months, all our product categories achieved double-digit growth. Bacofoil Zipper Bags and Non-Stick Baking Paper were the stand-out performers, delivering growth of over 80% and contributing just over £7.1m to the total food wrap category²."

The Zipper Bag range has been supported with engaging digital and social campaigns, she says, including its 'Fresh Starts' new year campaign, which focused on the role of Zipper Bags in keeping prepped food fresh and ready to use. "Meanwhile, our ongoing social media activity and influencer marketing strategy has proven very successful in promoting the accessibility of our Baking Paper for families – not just seasoned bakers."



“During the Covid pandemic and lockdowns, home cooking, baking and food management became national interests, delivering spikes in demand in the food wrap category”

More recently, the brand has taken its first major steps in its 100% Circular Mission – a business objective to achieve a more circular, sustainable, economy by 2025. "This was through the launch of our new Beeswax Wraps, made from ethically sourced bio-certified organic beeswax, GOTS-certified cotton, traditionally harvested pine resin and 100% biodegradable materials, and our very first PVC-free Cling Film, made with 15% recycled resources, addressing concerns around recyclability," explains Lunn. "The improved packaging for the new Cling Film, with its new curved cutting blade, allows users to easily achieve the perfect cut every time and reduce waste. This was supported with a social and digital campaign to highlight the unique benefits of this product to consumers."

The company also worked on its Original and Non-Stick Foil lines, applying the same curved cutting edge and bevelled edges to its 30cm-wide Foil packaging to provide improved cutting and handling for consumers.

"We have even more new product development on its way in 2022," reveals Lunn. "This is all supporting our 100% Circular Mission as a business and ensuring we can take the hassle out of everyday jobs for our customers."



Source

¹ Nielsen Scantrack, Value & Volume Sales, 52 w/e 27.03.21

² Nielsen Scantrack, Value Sales, 52 w/e 27.03.21



The nation's
No.1
Food wrap brand

Since 1962
Bacofoil
Strength you can trust

Trusted by millions across the UK
For everyday food management

From foil and cling film to baking paper and food bags, families across the UK trust us to keep their bakes from sticking, take the hassle out of midweek cooking, keep food fresh and organised, and stop food from going to waste.
No fuss, just strength you can trust.

bacofoil.co.uk

Source: Nielsen Scantrack, Total Coverage Value Sales, Period Ending WE 27.03.21.

Nice-Pak International

Creating convenient hygiene

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Sani Hands
Sani Surface

↙ Sani Hands was the leading hand wipe during the coronavirus pandemic¹, according to Nice-Pak International. And, as lockdown restrictions continue to ease, it remains the UK's number one hand wipe, accounting for 30% of the market².

“Covid-19 has advanced the appeal of hand wipes to a new, more ‘mainstream’ group of shoppers,” says Ian Anderson, commercial director at Nice-Pak. “Sani Hands acts as a ‘gateway’ brand, attracting more family shoppers who buy wipes for hygiene reasons.

Brand support

“Our major stockists include Tesco, Sainsbury’s, Asda, Waitrose, Ocado, Amazon and Costco,” he adds. “We have been working closely with these retailers to support the brand and raise awareness of the importance of hand hygiene, using mechanics including in-store point-of-sale (POS), digital advertising, and price promotions.

“At the beginning of 2021, we relaunched our website – sanihands.co.uk – which now features a Hygiene Hub, a place where we can share the latest news, guides, hints and tips all in one place to help keep consumers safe. We have also placed features in both national and trade press.

Innovation/NPD – Sani Surface

“Responding to consumers’ heightened need for hygiene not just on the skin but on surfaces both in and away from the home, has resulted in the launch of a new pocket pack of Sani Surface, our anti-bacterial cleaning wipe,” reveals Anderson.

“It kills 99.99% of bacteria, including E.coli, salmonella and MRSA, and



“Nice-Pak anticipates that demand for convenient hygiene will continue to expand”

provides up to 24 hours’ protection. We commissioned research at the start of the second-wave of the coronavirus pandemic, which found that 98% of shoppers are concerned about bacteria and viruses on surfaces when out and about.

“Sani Surface is aimed at people seeking an effective and efficient method of cleaning surfaces whilst away from home.”

The year ahead

As consumers begin to enjoy new freedoms, Nice-Pak anticipates demand for convenient hygiene will continue to expand.

“Leading medical experts and consumer intelligence sources predict that protective behaviours, such as maintaining good hand hygiene, will continue to be widespread as exposure to viruses will always exist,” says Anderson. “Our products provide individuals and families with convenient hygiene solutions wherever they are, to help keep them safe.”

Source
¹ Kantar, Wipes data, 52 w/e 29.11.20
² Kantar, Wipes data, 52 w/e 21.03.21



Go Safe with Sani- For hands & surfaces



The UK's
#1 brand
in hand wipes**



NEW
Surface
mini packs

Handy packs for **on-the-go** peace of mind

Sani+
Hands®

For more information email: hello@sanihands.co.uk or visit our website at: www.sanihands.co.uk

Sani Hands - Kills viruses* Effective against enveloped viruses. Sani Surface - Flu Virus* H7N9 strain. **Source: Kantar 52w/e wipes data to 21 March 2021



Palmer's

Everyday affordable luxury

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Palmer's Cocoa
Butter Formula
Palmer's Coconut
Oil Formula

 American family-owned brand Palmer's has been around for nearly two centuries, and has been selling natural cocoa butter and coconut oil skincare and haircare products since the 1970s.

Arnold Neis, an American chemist, acquired the company in the early 70s and made the American family's kitchen his laboratory to invent a stable formula for cocoa butter, so that jars could be kept in the bedroom or bathroom rather than the fridge – as so many Afro-Caribbean women of the time used to do. He eventually achieved this with natural waxes, which kept the butter stable without reducing its original attributes. And so, Palmer's Cocoa Butter Formula Original Solid Jar was born.

Since that time, the family business has gained international presence and Palmer's quickly became a global brand, selling in more than 100 countries worldwide, including in the UK where Palmer's is now the leading cocoa butter bodycare brand¹ and the fastest growing shampoo and conditioner brand².

Palmer's believes that skin- and hair-care doesn't need to be complicated and, more importantly, should be an everyday affordable luxury.

The brand is committed to using natural, ethical, sustainable, and organic ingredients where possible.

New face care range

This year, Palmer's launched its first ever Coconut Oil Formula Face Care Range, which is now available at Tesco and Tesco.com. The new line is made



“Palmer's is committed to using natural, ethical, sustainable and organic ingredients where possible”

up of four items to help with instant hydration and radiance. Suitable for all skin types, the range is formulated with all the goodness of Fairtrade-certified organic extra virgin coconut oil, coconut water and Ecocert-certified monoi oil. It is also dermatologist-tested, hypoallergenic and non-comedogenic – it will not clog pores – and is free from parabens, sulphates and mineral oil.

Brand support

Since June, the range has been supported by point-of-sale fins in 300-plus large Tesco stores, and the company has also run a digital search and brand banner campaign on Tesco.com, targeting Tesco online facial care shoppers.

In addition, the range will be promoted on national TV with a Tesco tagged TV spot during the month of July and August and supported by a massive social media and digital campaign including Instagram, You Tube and Glamour website.

Source

¹ IRI, EPOS data, Total Bodycare unit & value, 52 w/e 15.05.21.
² The Grocer Top Products – Nielsen Scantrack, MAT value to w/e 05.09.20



The nature of you™

Everyday skin hydration made easy.

Palmer's New Coconut Oil Formula facial range is your simple 4-step routine for naturally beautiful, healthy-looking skin.

Made with Fair Trade certified organic extra virgin coconut oil, Ecocert certified Monoi oil and coconut water, this range will help boost moisture, hydration, and radiance of all skin types.

The range is non-comedogenic - it will not clog your pores, dermatologist tested and hypoallergenic.

It is also free from sulphates, parabens and mineral oil.

NEW



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Available at **TESCO**

Available in the majority of larger stores

Spunj

Fun and effective cleaning

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KEY BRANDS

Spunj

In a year when shoppers' desire to keep their homes clean and hygienic has been amplified, the cleaning accessories category has seen sales surge, says Spunj. While magnified by Covid-19, shopper demand for products that make everyday household tasks less of a chore has also become more apparent, with retailers set to benefit from this ongoing trend.

Ultra-clean fun

Spunj was created to bring the fun into cleaning and offer consumers an alternative to conventional products, says managing director Andrew Heys. "Unlike traditional cleaning accessories, the spunj brand oozes personality through its marketing, cheeky logo and vibrant coloured products that make it easily identifiable on shelf," he explains.

Cleaning brands are fast becoming lifestyle brands, with many consumers sharing their cleaning hints and hacks online with other like-minded advocates, adds Heys. As the lifestyle trend continues to gain momentum online, consumers will be turning to innovative and unique brands that offer more than just functional products.

Big ambitions

Spunj is big on ambition, too. Having achieved listings with the likes of Asda, B&M, Savers, Poundland, The Range and launching on Amazon in just 18 months, the brand is on a mission to add the rest of the top six retailers to its list of retail partners, reveals Heys.



“Shopper demand for products that make everyday household tasks less of a chore has become more apparent”

Over the last year, Spunj has become a popular Instagram favourite among clean-fluencers, home and cleaning accounts, he adds. "The brand also has a series of exciting and collectable new seasonal products in the pipeline. Each seasonal edition will offer the same great absorbing qualities, holding up to seven times their weight in water, making them perfect for soaking spills, de-misting and absorbing liquids.

"We know novelty is popular within the cleaning community online. Our first seasonal edition of a yellow cloth and pad embossed with a summer flower design launched into multiple discount retailers in June. This will be followed by Halloween, Christmas and Winter editions, all supported by increased marketing activity including product sampling, influencer partnerships and PR," he reveals.

Unique solution

There is nothing quite like Spunj on a mainstream cleaning bay, notes Heys. They can be used to damp dust surfaces, remove pet hair from carpets and shine surfaces. "Being ultra-absorbent, Spunj can soak up liquids with ease, with drip-free results. This is much quicker and more cost-effective than having to reach for single-use kitchen roll when mopping up spills, which is time-consuming and contributes to household waste.

"We know what we'd choose!"





drip free until
you squeeze it!

NEW



ultra fun
cleaning!

introducing
the 'ultra thirsty'
absorbent pad and cloth



soak it up
in seconds



give it a
squeeze



finish with
a shine!



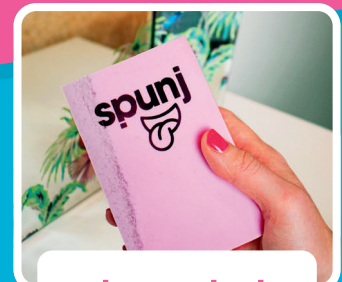
wipe away
condensation



soak splashes
and spills



shine surfaces
and glass



damp dust

request your sample box at
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Unilever

Lifebuoy expands its offer

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KEY BRANDS

Lifebuoy

With demand for trusted hygiene products at an all-time high at the start of 2020, Lifebuoy, the world's number one hygiene soap brand¹, relaunched its range of hand hygiene products, with the aim of doubling the rate of handwashing and firmly establishing hand sanitising as a daily habit for everyone in Britain. Fast forward a year, and the brand has expanded its range, bringing its expertise to the home care category as the emphasis on helping keep households safe continues.

Benoit Roger-Machart, marketing and business development director for Lifebuoy in the UK&I, comments: "The recent addition of the homecare portfolio means we now have a highly effective range of hygiene products suitable for both in the home and on-the-go. Coupled with the brand's iconic status and renowned expertise, Lifebuoy is the complete hygiene expert for people looking at ways to keep themselves and their families safe."

Hygiene in the home

Botanitech is the new five-piece multi-surface antibacterial range from Lifebuoy. Dermatologically tested, it provides daily disinfection and is suitable for a range of surfaces, including baby-related and food preparation areas. It is also designed to kill 99.9% of bacteria and viruses² with a 100% biodegradable fragrance.

Roger-Machart continues; "We're passionate about helping people feel safe, which is why our unique Botanitech range contains no harsh chemicals. With two-thirds of consumers concerned about the number of chemicals in the products they are using³, our safe solution provides reassurance to customers looking for a highly effective range of cleaning products for the home. What's more, the range provides retailers with a great opportunity to drive sales within an ever-growing category – it really is a winning solution.

Our investment

"It's not enough to simply offer products, we also have a responsibility to educate people on the significance



“The recent addition of the homecare portfolio means we now have a highly effective range of hygiene products suitable for both in the home and on-the-go”



of hygiene too,” he adds. “A key part of the brand’s ongoing campaign is our ‘Soaper Heroes’ programme, which looks to educate schoolchildren on the importance of good hygiene habits. From learning materials and toolkits, through to fun and engaging games to show how easily germs can spread, ‘Soaper Heroes’ is designed to drive real change amongst primary schoolchildren.

“Our aim is to continue to support education in the classroom and reach three million children by the end of 2022 with our bespoke learning resources. These investments are just another way we can help retailers boost sales – as Lifebuoy continues to be front of mind within day-to-day life.”

What’s next?

With the focus on hygiene, both in and out of the home, set to remain, Lifebuoy is committed to supporting people as they continue their journey on improving hygiene habits, notes Roger-Machart. This year, the brand is investing in an £8m marketing campaign across TV, radio, out-of-home and in-store, set to land on 26 July. Retailers can take advantage of this improved brand awareness and should stock a wide range of products to meet consumer demand, he says.

For more information on the campaign and for advice on what to stock, visit lifebuoy.co.uk.

Source

¹ Calculation based on Nielsen unit sales information for the total markets (approx. 40 countries). Latest 12 months available
² Enveloped viruses. Lifebuoy Multi-Surface Antibacterial Spray, Ecorefill, Liquid and Aerosol also proven effective against Coronavirus (SARS-CoV-2) and non-enveloped viruses like Adeno virus and Murine norovirus. See individual packs for further details
³ Kantar, MP Anti-bac surface cleaners, MAT Dec 2020, Join the dots survey, Oct 2020

NEW Home & Hygiene range!



100% biodegradable
fragrance



Kills
99.9% of viruses
including COVID -19 Virus*



Dermatologically
Tested



*Effective against a range of enveloped viruses (including SARS-CoV-2) plus Murine Norovirus and Adeno virus **When used as directed on pack. Always read the label and product information before use. Use biocides safely. Subject to availability.

William Reed

INFORMING BUSINESS GROWTH

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