



# Washing Up Liquid

**2018/19** Market Review & Fragrance Collection

Presented by  
**UNGERER LIMITED**





Welcome  
to...

**UNGERER LIMITED'S** latest insight into the  
UK and Global Dishwashing Market



# Introduction

This review will assess the current dishwashing market, highlight market factors and influences, and introduce our new fragrance collection for 2018/2019.

The main point of reference for this review is Mintel's Dishwashing Products published in May 2017. Other credible sources, including Kantar Worldpanel and Global Data were also used.

In addition to the above we have also taken inspiration from recent launches and industry innovations.



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Key  
Trends



# Hand Dish Washing

Washing up liquid is used and purchased by nearly all adults, including those with a dishwasher in their home. Brand loyalty is strong in this category with 58% of consumers saying they stick to a specific product. However, having a low price is considered the most important factor influencing choice and the rise of discount retailers has led to heavy promotional activity and fiercer competition across the market.





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