

THE PRIVATE LABEL HOUSEHOLD CARE CONSUMER – UK – 2024

It is time for private label to think beyond just price and innovate with products, channels, and processes to build long-term consumer loyalty.



A Mintel Analyst, Global Analyst



The Private Label Household Care Consumer – UK – 2024

This report looks at the following areas:

- Factors that will drive the market during financial uncertainties and beyond
- Launch activity in the past year and future innovation opportunities for private label household care brands
- Preference between branded and own-label household care products
- Retailers used for purchasing own-label household care products
- Reasons that shoppers buy own-label household care products
- Behaviours and attitudes towards own-label household care products



It is time for private label to think beyond just price and innovate with products, channels, and processes to build long-term consumer loyalty.

Overview

Amid a cost of living crisis and geopolitical uncertainties, the shift towards own-label can prove influential on perceptions of the retailer that shoppers decide to visit. **Retailers that offer wide range of products will be well-placed to capitalise on shoppers determined to find low-priced products** without wanting to compromise.

While lower prices will continue to attract consumers, branded products on promotions can offer a better alternative. **Alongside competing on prices, own-label can seek to invest in advanced innovation** to align with product attributes of branded products.

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Engagement with own-label products is observed across all income groups, and widens the horizon for own-label to expand their consumer base irrespective of financial situation. Universal acceptance of own-label products also offer the opportunity to invest in new product lines and store formats.

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Report Content



EXECUTIVE SUMMARY

Opportunities for private label household care players

- Financial uncertainties have led to greater exposure to own-label products
- Whitespace in innovation means own-label has massive opportunity to grow
- Discounters benefit from shift towards own-label and grocery habits

Market dynamics and outlook

- The five year outlook for private label household care

What consumers want and why

- Own-label witnesses growth in most household care categories
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 - Graph 3: proportion of shoppers using the big four retailers and discount retailers to buy either branded or own-label household care products, 2018 and 2023
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MARKET DYNAMICS

Macro-economic factors

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 - Graph 9: CPI inflation rate, 2021-23

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- ...and people feel more confident about their financial prospects
 - Graph 11: the financial confidence index, 2016-23
- Cost-saving behaviours witness decline...
 - Graph 12: expected behaviour changes as a result of rising prices, 2022-23
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Behavioural and environmental factors

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- Uncompromising legislations against greenwashing
- The six key points in the new Green Claims Code
- Price is the primary driver but performance and convenience still counts
- Convenience claims will remain relevant and essential
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WHAT CONSUMERS WANT AND WHY

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APPENDIX

Report scope and definitions

- Market definition
- Abbreviations and terms

Methodology

- Consumer research methodology

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