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The US homecare products market has stalled. Five years of declining value, halted only by last year's flattening market, has created a challenging environment.

Despite the recession, dishwashing product consumers are not swayed in their purchasing habits. In 2012, the retail value of the US household care market grew by 16.5%. The steady annual growth of 3 to 4% is forecast to continue through to 2017 – giving value growth over the next five years totaling 11%.

Over the last five years, sales across all categories of homecare products have declined – with one exception. Dishwashing tablets have bucked the trend significantly, tabling a five-year growth in value of 28%.

Product performance benefits are essential to dishwasher product consumers. In the wake of the phosphate legislation, consumers have been compelled to use additives as a stand-in for the missing phosphates.

Whilst tablets continue to consolidate a premium position where consumers are happy to pay more for extra benefits, it’s anticipated that price-conscious consumers will continue to switch to higher-priced, multi-benefit tablets.

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The cleaning habits of two influential emerging consumer groups are shaping the future of dishwashing products.

Milennials and Hispanic consumers are driving innovation and growth. The findings from this study will be used to develop market-driven products that meet real-world needs.

LOW INCOME

HIGH INCOME

Low-income consumers tend to be more frequent dishwasher users, with 64% using their machine once or more a day – which has helped premium brands gain traction.

High-income consumers tend to be the most frequent dishwasher users, with an average of 4.5 times a week – in contrast to their less wealthy peers.

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