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The Grocer Guide to...

The
Grocer

Household, hygiene & personal care



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Analysis

Clean bill of health

For consumers, it's not just about cleanliness any more, it's about an overall sense of wellbeing. So how are suppliers stepping up to modern demands?



While the immediate memories of the Covid-19 pandemic may be beginning to fade, the impact continues to resonate in homes across the UK. Consumers are still fully focused on dirt-free environments, as well as creating a sense of wellbeing in their home surroundings and their personal care habits.

As a recent report from Mintel highlights¹, “the future of cleaning will be personal, intentional, and a vital component of a health-centric lifestyle”. And it adds: “modern cleaning demands innovative solutions that go beyond surface-level dirt to address microscopic hazards. In an increasingly polluted world, household care brands must lead with advanced tools and formulations that create safer, healthier homes.”

Sector performance

So how are the household, hygiene and personal care categories holding up, and how are suppliers responding to the modern-day requirement for enhanced wellbeing.

Household and personal care remain resilient because they are part of everyday life, although shoppers are becoming more selective, observes

“Value is clearly important, but that does not simply mean the lowest price on the shelf. Consumers still expect products to perform and give them a reason to buy again”

Brian Matson, director at Purity Global. “Value is clearly important, but that does not simply mean the lowest price on shelf,” he says. “Consumers still expect products to perform, look credible and give them a reason to buy again.

“Across dishwashing, cleaning, laundry and personal care, shoppers are looking for dependable products that fit into busy routines,” he adds. “That means strong performance, convenience, fragrance, format and sustainability all have a role to play. For retailers, the challenge is to protect the core products shoppers rely on while continuing to bring relevant innovation into the category. In 2026, we believe the strongest suppliers will be those able to combine value, product credibility, reliable service and the

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flexibility to support both branded and own-label development.”

At We Are Rise Brands, CMO Caroline Reynolds says the naturally derived, plant-based household sector has been one of the most resilient in FMCG over the past 12-18 months, with double-digit growth in the UK over the past five years. “However, consumer expectations have shifted, with shoppers no longer choosing products simply because they are ‘natural’,” she notes. “They also expect performance, convenience and value.”

Reynolds believes two factors have been driving demand. “The first relates to concerns around health, including harsh chemicals, indoor air quality and skin sensitivities,” she says. “Consumers are becoming increasingly conscious of the products they use, seeking simpler formulas and ingredient transparency. ‘Non-toxic’, ‘plant-derived’ and ‘free-from’ claims continue to resonate strongly with shoppers. The second centres on consumers’ desire to do better regarding the environment, focusing on refill systems, biodegradable ingredients, recyclability and reduced plastic packaging.”

According to Nina Lumsden, brand manager at Star Brands, the laundry and fabric care sector has remained remarkably resilient over the past year despite ongoing economic pressures. “While consumers continue to be mindful of household budgets, we are seeing that value is increasingly defined by more than just price,” she says. “Shoppers are looking for products that help them save time, simplify routines and extend the life of their clothes, while still delivering high-quality results. This shift is driving demand for solutions that offer multiple benefits in a single step. Consumers are washing garments less frequently where possible and seeking products that help refresh fabrics between washes, reduce creasing and maintain clothing appearance for longer. As a result, convenience-led innovation is becoming an increasingly important driver of growth within the category.”

“The fabric freshener category reflects this trend, growing 4.6% year on year²,” adds Lumsden. “Within this, Lenor Crease Releaser has been a standout performer, with sales growing 82% year on year³. This demonstrates



strong consumer appetite for products that help save time while delivering tangible fabric care benefits.”

At The Bio-D Company, meanwhile, sustainability manager Heather Nixon says the cost-of-living crisis has not removed the demand for ethical products but has made people ask harder questions, such as ‘does it work?’, ‘is it good value?’ and ‘can I trust the claims?’. “Shoppers are not simply trading down to the cheapest option, they are looking for products that combine performance, value and

clear purpose,” she says. “The pressure on household budgets is changing how people shop. Refill formats, concentrates, multi-purpose products and larger pack sizes are increasingly important because they help consumers reduce waste and manage cost per use.”

The wider grocery market remains under pressure from inflation, she adds. “Consumers are still buying household and personal care essentials, but they are scrutinising spend more closely and expecting products to justify their place in the basket. Premium for the sake of premium will be difficult, but proven performance, value and transparent sustainability will be much more resilient.”

Efficacy rules

The cost-of-living crisis is where the market has become more nuanced, believes Reynolds from We Are Rise Brands. “Consumers are prioritising

“Consumers expect natural products to perform at least as well as conventional alternatives. Sustainability alone is no longer enough to justify a premium price”



Personal touch: a sense of wellbeing

Home environments and how consumers address personal care can have a huge impact on their mental wellbeing. Realising this, suppliers are stepping up their offer with the use of natural ingredients and enticing fragrances.

Personal care is increasingly linked to how people feel, not just how they look, notes Purity Global's Matson. "Consumers are dealing with busy routines, financial pressure and everyday stress, so products that bring a small sense of comfort, freshness or indulgence can have real appeal. Fragrance, skin feel and format are becoming more important because

they help turn everyday hygiene into a more enjoyable routine. Shoppers may not always be able to trade up to expensive treatments or spa-style experiences, but they still want products that feel good to use and offer a little everyday luxury at an accessible price. For retailers, the opportunity is to offer personal care ranges that combine value, performance and sensory appeal."

Meanwhile, natural wellbeing and mindfulness have moved from niche lifestyle concepts to mainstream innovation platforms within both home care and air care, notes

We Are Rise Brands' Reynolds. "Consumers increasingly seek products that contribute to a healthier, calmer and more enjoyable home environment while still delivering strong functional performance," she says. "In many ways, the home has become an extension of the wellness space. Consumers are spending more time and money creating environments that support relaxation, emotional wellbeing and overall quality of life. This is particularly evident in air care, where fragrance is increasingly being positioned as a mood-

enhancing experience rather than simply a way to mask odours.

"In air care, consumers are using fragrance to create relaxing spaces, enhance sleep routines, improve focus and productivity and deliver moments of self-care within the home. This has driven growth in products positioned around mood enhancement, aromatherapy-inspired benefits and premium fragrance experiences. The strongest innovations combine emotional benefits with natural credentials, using natural extracts, botanical ingredients and wellness-led storytelling."

efficacy first," she says. "The most significant shift is that consumers increasingly expect natural products to perform at least as well as conventional alternatives. Sustainability alone is no longer enough to justify a premium price. Across consumer sectors, research consistently shows that people prioritise personal benefits (health, performance, convenience) ahead of broader environmental benefits when budgets are tighter. This was the case when I ran qualitative research 10 years ago and is even more the case today."

Performance does remain the starting point in the category, agrees Purity Global's Matson. "A dishwasher product, cleaning product or laundry product has to work – that is non-negotiable," he says. "However, shoppers are increasingly influenced by the wider product experience, including fragrance, ease of use, pack format, sustainability and visible value. A product may clean well, but if it does not

leave a fresh, clean sensory cue, many consumers do not feel the job is fully complete. Fragrance therefore plays an important role across household care, sitting alongside performance, convenience and visible value."

Convenience is also important, adds Matson. "Consumers want products that simplify everyday routines and make household tasks feel easier. This creates opportunities for products that save time, communicate benefits clearly and are easy to shop in-store."

Bio-D's Nixon concurs that efficacy remains the main driver in household care. "Consumers will not compromise on products that need to clean properly, remove stains, tackle odours or deliver hygiene reassurance," she says. "Sustainability only becomes a repeat purchase driver when the product performs."

She adds that fragrance is also an important driver, but says it is becoming more nuanced. "Some

customers want fresh, contemporary fragrances, which is why we launched our Cotton Fresh laundry range, using a blend including natural essential oils of cedarwood, lemon, amyris, neroli and petitgrain. At the same time, fragrance-free is not a niche preference for many households, it is a functional need. Bio-D has seen fragrance-free items become top sellers across cleaning and laundry categories, with more than half of all our sales coming from fragrance-free products."

Five- to 10-year outlook

The biggest breakthroughs over the next decade will come from making lower-impact products easier to use, cheaper and accessible, says Bio-D's Nixon. "In household care, I expect the biggest advances to be in circular packaging and closed-loop systems," she says. "Refill has been talked about for years, but the breakthrough will come when it becomes genuinely

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convenient for mainstream shoppers, not just committed eco-consumers.

“In personal care, I think we will see more development around sensitive skin, allergy-conscious formulations and products that work for the whole household,” she adds. “Consumers are becoming more aware of fragrance sensitivity, skin compatibility and unnecessary ingredients.”

Over the next five to 10 years, Star Brands expects innovation in fabric care to be driven by three key trends: smarter garment care, greater convenience and increased personalisation, says Lumsden. “As consumers become more conscious of extending the life of their clothing, we anticipate growing demand for more specialised fabric care solutions tailored to specific garment types, fabrics and occasions. Just as consumers have become accustomed to personalised skincare routines, we expect fabric care routines to become more sophisticated, with products designed to help consumers care for everything from everyday essentials to premium fashion items.

“Convenience will also remain a major driver of innovation. Consumers are increasingly looking for products that deliver multiple benefits while reducing the time spent on household chores. We expect to see continued growth in fast, easy-to-use solutions that refresh, protect and care for fabrics in a single step. Innovations such as travel-sized fabric care products are also helping consumers maintain their preferred routines wherever they are, reflecting the growing demand for flexibility and convenience.

“Consumers are also becoming more intentional about how fragrance contributes to their homes and daily routines, creating fragrance experiences across different rooms, products and occasions. This trend towards fragrance personalisation is likely to continue, creating new opportunities for retailers to inspire shoppers through linked household and fabric care solutions.”

Perhaps in 10 years, we will all have robots at home doing the laundry and cleaning, surmises Purity Global’s Matson. Until that day arrives, the real breakthrough is simpler: products that help people spend less time on chores and more time getting on with life. People are busy. They do not want to

Social media influence – and how retailers can benefit

The Mrs Hinch effect changed how many consumers view cleaning tasks, helping to turn everyday household chores into visible, shareable routines, says Purity Global’s Matson. “It brought new energy and engagement to a category that was often seen as purely functional and helped pave the way for a wider generation of cleaning influencers and content creators,” he says. “More broadly, social media has reshaped how consumers engage with household and personal care products.”

While social media can create demand, it is retail that converts that demand into sales when products are easy to find and the in-store message is clear, he adds. “Greater collaboration between brands and retailers can help turn online interest into stronger retail execution, from secondary displays and clear shelf messaging to simple, relevant claims that link product benefits to real consumer needs. The opportunity is

to connect online engagement with strong retail execution. Brand owners that make products easy to understand, working alongside retailers that make them easy to buy, will be best placed to benefit from the growing influence of social media on shopper behaviour.”

Social media is playing an increasingly important role in shaping consumer behaviour across the household and fabric care sector, says Star Brands’ Lumsden. “Platforms such as Instagram and TikTok have become key sources of inspiration, education and product discovery, particularly as consumers seek practical solutions that make everyday household tasks easier and more efficient,” she notes.

“In fabric care, social media has helped create highly engaged communities centred around laundry routines, garment care and home organisation. Consumers actively seek advice on how to keep clothes looking their best for longer,

remove odours, reduce creasing and simplify laundry tasks. This has grown awareness of newer product formats and driven trial among shoppers who may not have previously considered these solutions.”

However, rather than replacing retail, social media is increasingly influencing how consumers shop, adds Lumsden. “Many consumers discover products online before purchasing them in-store, making strong visibility and





availability at the shelf more important than ever. Retailers can capitalise on this by ensuring trending products are easy to find in-store, supported by clear point-of-sale messaging and educational content that highlights product benefits.

“Whether consumers choose home delivery, click-and-collect or purchase in-store, retailers that create a seamless path from online discovery to purchase will be best placed to convert growing consumer

interest into category growth.”

Bio D’s Nixon also says retailers are not simply losing out to online. Rather, the path to purchase is now blended, she suggests. “A

“The risk for physical retail is that stores fail to give shoppers the reassurance they expect from digital channels”

consumer may see a product on social, check reviews online, compare price per use then buy in-store, or do the reverse and add it to an online grocery order. The risk for physical retail is not that stores become irrelevant; it is that they fail to give shoppers the reassurance and information they now expect from digital channels.”

However, in-store, she believes retailers could do more by making ethical products easier to understand at

shelf. “That means clearer navigation for fragrance-free, refill, sensitive skin, vegan, cruelty-free and recycled packaging options,” she says.

“For online grocery, retailers need stronger product content. Household and personal care shoppers want ingredients, fragrance information, certification wording, pack format, refill compatibility, usage guidance and recycling

information before they buy. If those details are missing the shopper either defaults to the brand they already know, or leaves the retailer’s site to research elsewhere.”

In Nixon’s view, the winners will be retailers who connect the shelf, the search bar and the social feed. “Social media can create awareness, but retail must close the gap with availability, good information, credible claims and formats that make sense for household budgets.”

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“Perhaps, in 10 years, we’ll all have robots at home doing the laundry and cleaning” – Brian Matson, director, Purity Global

Advice for retailers

● **Star Brands’** Lumsden suggests focusing on the emerging fabric care solutions beyond traditional laundry products. “Consumers increasingly seek ways to care for clothes between washes, reduce ironing time and prolong garment life. Retailers that champion these growing segments through strong visibility, education and distribution will be well positioned to unlock incremental growth and meet evolving consumer needs.”

● **Purity Global’s** Matson believes retailers should back innovation that shoppers can understand immediately. “If a product saves

time, reduces effort, performs well or makes a daily routine feel better, it deserves space on the shelf,” he says.

● **We Are Rise Brands’** Reynolds recommends retailers look at what the smaller brands – start-ups and SMEs – are doing. “They are often ahead of some of the larger, less agile and less dynamic companies.”

● **Bio-D’s** Nixon says: “The brands and retailers that win in 2026 will be those that combine value, efficacy and transparent sustainability. Shoppers need to see why a product works, why it is worth the money, and what measurable impact it helps reduce.”

spend more time cleaning, washing or trying to decode complicated product claims. They want laundry products that keep clothes fresher for longer, cleaning products that need less effort and personal care products that bring a little everyday comfort without a premium price tag.”

At We Are Rise Brands, Reynolds believes that, over the next decade, concentrates, refills and waterless formats will become the norm, with many categories moving away from transporting water around the supply chain. Expected growth areas include: cleaning concentrates; dissolvable tablets; powder-to-liquid systems; refillable packaging ecosystems; and waterless personal care products, she predicts. “The economic case is becoming as compelling as the environmental one, reducing transport

costs, packaging waste and shelf space requirements,” she notes.

That said, the industry has learned that consumers will not compromise on efficacy, so future innovation will focus on products that deliver equal or better performance, use fewer resources, reduce plastic and carbon emissions, and maintain affordability.

Meanwhile, potential developments in personal care personalisation will see the use of AI-powered skin diagnostics, personalised skincare

“If a product saves time, reduces effort, performs well or makes a daily routine feel better, it deserves space on the [retail] shelf”

regimens, customised haircare formulations and predictive wellness recommendations, adds Reynolds. “Consumers increasingly expect products tailored to their individual needs rather than one-size-fits-all solutions,” she says. And she points to consumers’ growing awareness of the relationship between their environment and wellbeing. “This could drive demand for products with improved indoor air quality benefits, reduced-allergen formulations, sensitive skin-friendly products and microbiome-conscious personal and home care solutions,” she says. “The distinction between ‘cleaning’, ‘health’ and ‘wellness’ may continue to blur.”

Sources

¹ <https://www.mintel.com/insights/household/global->

household-trends
² Kantar, 52 w/e 14.06.26

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Clean, clear and proven performance

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Bio-D
– Personal Care
– Laundry
– Household
– Allergy UK Approved
Laundry, Household
& Personal Care

➔ Bio-D has had a strong year, driven by consumers who still want sustainable household and personal care products, but who are scrutinising performance, value and claims more closely. “That is a positive shift,” says Heather Nixon, Bio-D’s sustainability, NPD and regulatory manager. “Shoppers are looking beyond vague language and ‘greenwashing’ to opt for brands that can show what they are genuinely doing.”

Over the past year, Bio-D’s Closed Loop service relaunched over 9,000 containers, preventing over 10 tonnes of plastic waste. The business also reduced CO₂e per single product by 5.7%, cut raw-materials-related CO₂e emissions by 8.5%, and generated 22.5% more solar energy on-site than it consumed, reveals Nixon. “Household and personal care shoppers are still interested in sustainability, but products must work, be good value and prove what they say. Bio-D’s products, made in the UK, use naturally derived



“Shoppers are still interested in sustainability but products must work and prove what they say”

ingredients, are manufactured using solar power, come in refill sizes, and are packaged in 100% post-consumer recycled bottles across the bottle range.

Bio-D recently expanded into personal care with a fragrance-free, Allergy UK-approved range of shampoo, hair conditioner, body wash and bubble bath. Its focus for the future is practical innovation, transparent claims and proven performance.

bio^D

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Introducing Bio-D's NEW Personal Care Range.

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Unveiling sweet vanilla bodycare

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Palmer's

Meet the new Palmer's Tahitian Vanilla body range: a trio of deeply moisturising treats wrapped in a creamy, cosy and irresistible fragrance that smells like freshly scraped vanilla bean sprinkled with caramelised sugar. "Think vanilla cupcakes straight from the oven, or vanilla ice cream on a sunny day," enthuses Palmer's marketing director Zahira Beddou.

Soft skin, served daily

Lightweight yet seriously nourishing, Palmer's Tahitian Vanilla Daily Body Lotion (250ml and 400ml), drenches the skin in feelgood moisture for up to 72 hours. "The product is infused with shea butter, sweet almond oil and Tahitian vanilla, it leaves skin hydrated and subtly scented – think soft-serve vanilla smoothness," explains Beddou.

Cloud-soft vanilla dreams

Love rich skincare without the heaviness? Palmer's Tahitian Vanilla Whipped Body Cream (250g) has a cloud-light whipped texture that melts into skin. "Delivering up to 72 hours of deep hydration, it is made with shea butter, sweet almond oil and Tahitian vanilla to leave skin feeling buttery soft and smelling divine," notes Beddou.



“Think vanilla cupcakes straight from the oven, or vanilla ice cream on a sunny day”

Glow, glazed in vanilla

For instant post-shower radiance, try Palmer's Tahitian Vanilla Body Oil (192ml). "Silky, fast-absorbing and never greasy or heavy, this award-winning body oil helps lock in moisture for up to 72 hours, giving limbs a nourished glow and subtle sheen," she adds.

The full range is now available at Superdrug and Boots, with the lotions only at Tesco and Asda.

Robust support

Palmer's Tahitian Vanilla range has been supported by a comprehensive, multi-channel marketing strategy, including high-impact pop-up activations, influencer partnerships, paid social media advertising and targeted shopper marketing initiatives, to ensure strong visibility across both digital and physical retail touchpoints.

Already established as the brand's fastest-growing range, this premium line creates a differentiated proposition in the increasingly competitive vanilla-scented bodycare segment. Since its UK debut, Beddou notes that several major beauty and personal care brands have expanded their own vanilla bodycare offerings, reflecting growing consumer demand and validating the category's commercial potential.

Continued investment by leading players demonstrates that vanilla has evolved beyond a seasonal fragrance trend into a high-growth, year-round opportunity, set to deliver further value growth across the bodycare market.



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Foxy approach to UK shoppers

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Foxy

ICT has joined the UN Global Compact, established ambitious SBTi- emissions targets and safeguards biodiversity through sustainable forestry practices, with 100% certification from FSC and PEFC.

➔ The UK tissue category is evolving. While value remains important, consumers increasingly seek products that deliver a noticeably better experience through superior softness, enhanced absorbency and innovative product design. For retailers, this presents a challenge and an opportunity: how to meet rising consumer expectations while continuing to drive category value and differentiation. For ICT, one of Europe's leading tissue manufacturers, the answer is simple – put the consumer first. This philosophy is captured in the mission of its Foxy brand, and the strapline 'Always close to you', which has helped make Foxy one of Europe's most recognised tissue brands. Now, after investing in UK manufacturing, ICT is bringing that experience to British retailers and consumers.

A proven brand

While Foxy may be relatively new to the UK, the brand holds leading positions in Italy, Spain and Poland where decades of ATL advertising, innovation and consumer engagement have built exceptional levels of awareness and trust. That success has been driven by a relentless focus on understanding what consumers want and developing products that improve everyday life.

Research shows shoppers notice and value differences in quality and performance¹. Products that feel softer, last longer, perform better or make everyday tasks easier create stronger loyalty and encourage trade-up. Foxy invests extensively in insight and product testing to ensure every innovation delivers a benefit consumers can genuinely experience.

ICT also offers Foxy-developed



“Consumers increasingly seek products that deliver a noticeably better experience, through superior softness, enhanced absorbency and innovative product design”

innovation to private label, helping retail partners benefit from its expertise and manufacturing excellence.

Differentiation on UK shelves

Foxy's portfolio has been developed to create clear points of distinction for retailers and compelling benefits for consumers. Foxy Silk Toilet Tissue delivers premium softness and skin-friendly credentials; Foxy Tornado Household Towel combines premium 3-ply performance with an innovative 300-sheet roll format, that extends kitchen towel usage and occasions; Foxy Ultrawipe offers exceptional absorbency and strength for demanding household tasks; while Foxy Mega focuses on everyday convenience through its unique long-roll format.

Investing in the future

Foxy's UK launch is underpinned by ICT's £300m+ investment in its Deeside manufacturing facility, combining advanced papermaking technology, a fully automated warehouse and substantial production capacity to deliver high standards of quality, efficiency and service. Supported by significant ATL investment, the Foxy brand is well placed to build awareness, support future category growth and deliver against sustainability goals.



Source

¹ ICT Internal Consumer Research, 2020-2025

NEW

A FORCE OF NATURE IS HITTING YOUR PAPER AISLE



Foxy Tornado arrives with
3-ply absorbency and 300 sheets
of pure market potential

Discover more:



Always close to you.

Helping retailers win

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Today's shoppers are more demanding than ever, watching every pound they spend, but they still expect products to deliver on quality, performance and experience. Whether it's a laundry detergent, dishwasher tablet or body wash, consumers want products that work effectively, smell great, look appealing on shelf and offer clear value for money. For retailers, success comes from balancing these expectations while maintaining competitive pricing, keeping ranges fresh and ensuring products remain available when shoppers need them.

Purity Global believes the best way to support retailers is to start with the consumer, says director Brian Matson. "Retailers succeed when shoppers keep coming back," he says. "Price remains important, but consumers are looking for more than low cost. They want products they can trust, that fit their lifestyle, and deliver a positive experience every time they use them. Our role is to help retailers meet those expectations while maintaining strong commercial performance."

Insight into consumer purchases

Since 2008, Purity has built its position in the UK household market through brands such as Crystale with its dishwasher consumables range. This has provided valuable insight into what drives consumer purchase decisions and how retailers can create ranges that combine value, performance and shopper appeal.

That capability has now been strengthened by Purity's partnership



“Retailers succeed when shoppers keep coming back. Price remains important, but consumers are looking for more than low cost. They want products they can trust, that fit their lifestyle, and deliver a positive experience”

with RGC, a leading European manufacturer founded in 1969. RGC operates across more than 20 product categories, exports to more than 100 countries and produces over 140m units per year. Its advanced manufacturing and laboratory facilities support NPD across household cleaning, laundry care, air care, personal care, beauty, sun care and aerosols.

The joint platform allows retailers to access both branded and own-label solutions that are relevant to today's shopper and flexible enough to evolve with future trends. Internationally recognised brands such as Agrado and Amalfi illustrate the breadth of the RGC platform, while Crystale showcases Purity's proven understanding of UK household categories. Sustainability is also part of the wider offer, with RGC investing in areas such as packaging reduction, solar energy and more sustainable product formats.

As household and personal care categories continue to evolve, Purity and RGC are focused on helping retailers build ranges that reflect changing consumer needs, deliver strong category performance and create long-term shopper loyalty. "For us, success starts with the consumer," says Matson. "If we help retailers offer products that shoppers genuinely want to buy again and again, commercial success naturally follows."



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Optimising fabric care

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**Fairy Non-Bio
Crease Releaser**
Lenor Crease Releaser
Lenor Ironing Water

➡ The laundry category continues to hold resilience and go from strength to strength – none more so than in the fabric freshener sector, which has seen total sales grow by 4.6% year on year¹. As consumers increasingly seek products that save time, simplify household routines and meet their family's needs, the Star Brands Lenor Crease Releaser product range continues to grow, following the launch of the Fairy Non-Bio Crease Releaser spray this year, reveals brand manager Nina Lumsden. "This new addition brings one of the UK's most trusted household brands into the rapidly growing category, offering consumers an easy way to reduce wrinkles, refresh fabrics and cut down on ironing time while also catering for family members with sensitive skin," she says. "The launch reflects a broader shift in shopper behaviour, as they look beyond traditional laundry products and embrace solutions that help care for garments between washes."

Convenience and performance

Rather than focusing solely on price, shoppers increasingly seek products that deliver practical benefits, helping them save time while maintaining garment appearance and freshness, she notes. "Lenor Crease Releaser has been instrumental in developing the crease releaser segment and is one of the category's standout performers. Lenor Crease Releaser sales have grown by 82% year on year², demonstrating the consumer appetite for products that tackle everyday laundry challenges, giving households important time back to spend as a family."

Alongside Lenor Crease Releaser is Lenor Ironing Water, another solution for overall garment care. Together, the portfolio reflects a growing consumer trend towards specialist fabric care products that deliver convenience without compromising on performance.

Marketing strategy

A comprehensive marketing strategy, designed to engage consumers wherever they discover and shop for products, supports this growth.



“Crease releasers offer consumers an easy way to reduce wrinkles, refresh fabrics and cut down ironing time”



Star Brands continues to invest heavily in social-first marketing, using platforms such as Instagram, Facebook and TikTok to educate consumers on the benefits of modern fabric care solutions. Influencer partnerships and demonstration-led content have proven particularly effective in showcasing how crease releasers can fit seamlessly into everyday routines and help drive awareness and trial among both existing and new shoppers.

"The company's dedicated Laundry Hub platform further supports this, providing consumers with practical laundry advice, garment care tips and product inspiration," adds Lumsden. "Combined with retail activation initiatives, such as Tesco and Sainsbury's digital screens, the brands create a seamless path from online discovery to in-store purchase."

Growth potential

Looking ahead, Star Brands sees significant growth potential for fabric care products that help consumers look after clothes beyond the traditional wash cycle. As shoppers continue to prioritise convenience, garment longevity and product performance, the company's solutions, such as Fairy Non-Bio Crease Releaser, Lenor Crease Releaser and Lenor Ironing Water, are well positioned to meet evolving consumer needs.

Source
^{1,2} Kantar Worldpanel, 52 w/e
14.06.26

NEW

TOUGH ON CREASES. GENTLE ON SKIN

WITH



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SMOOTH &
PULL AWAY
CREASES



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- ♥ STATIC REMOVER
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Inspired by nature & tradition

DETAILS

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Batch (New)

The entire Batch range is
universally vegan and Leaping
Bunny approved.

 Batch, an exciting new brand launching in August, offers consumers personal care, home care and air care solutions that combine simple, efficacious ingredients with modern formulas and statement packaging designed to be proudly displayed in the home.

The naturally derived/plant-based household sector has been one of the most resilient in FMCG over the past 12-18 months, with double-digit growth expected in the UK in the next 10 years¹. However, consumer expectations have shifted, with shoppers no longer choosing products simply because they are 'natural'; they also expect performance, convenience and value.

"It's the 'functional', traditional ingredients in Batch which reassure shoppers of the brand's efficacy," explains Caroline Reynolds, CMO at We Are Rise Brands. "Functional ingredients have become increasingly important as shoppers seek products that deliver specific, tangible benefits beyond basic cleaning. Rather than simply buying a cleaner, consumers are now looking for solutions to specific needs – whether that's improving wellbeing, eliminating odours, supporting hygiene, protecting surfaces or enhancing the home environment. This signifies a shift from purely transactional products to more solution-oriented ones that contribute to a healthier, more pleasant home."

Batch is 'Inspired by the simplicity of nature and the wisdom of generations', says Reynolds. The traditional ingredients in every Batch product have been used in cleaning and personal care for generations, combining familiarity and trust. Often plant-derived, these heritage ingredients include vinegar, lemon, aloe and rosemary – renowned for their efficacy.

The Batch range is guided by three key consumer insights that have been driving demand in recent years:

- Growing health concerns over harsh chemicals, indoor air quality and skin sensitivities mean consumers increasingly seek simplicity and transparency, favouring products with fewer ingredients and claims such as



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'plant-derived' and 'free-from', says Reynolds. "Batch delivers powerful formulas that include naturally derived extracts and traditional ingredients that deliver enhanced product efficacy."

- Consumers' desire to do better environmentally has created greater focus on recyclability, refill systems and reduced plastic. The Batch cleaning and personal care ranges have been developed using fully recyclable bottles and triggers, with the ambition to launch refill solutions in the future.
- 'Holistic care' means both personal and home care have become extensions of self-care. Batch's uplifting fragrances and modern, décor-style packaging enhance both the sensory and visual experience.

The personal care range features ingredients such as rosemary oil, known for its reviving and uplifting properties; the home care line's cleaning sprays include ingredients such as citric acid – a natural limescale remover, and the air care range features odour-neutralising room and fabric fragrances.

Source

¹ Straits Research, United Kingdom Natural Household Cleaners Market Size, Share and Forecast 2025-2033

Batch

Inspired by the simplicity of nature and
the wisdom of generations



Combining the best of past and present,
with trusted heritage ingredients and modern effective formulas.

Designed to be displayed.

NEW – Launching August 2026

Contact: support@wearerisebrands.com

Use biocides safely, always read the label and product information before use.

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