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The Grocer Guide to...

The  
Grocer

# Household, hygiene & personal care



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## Analysis

# Scenting victory: the chase for personalisation

While efficacy remains paramount in terms of home hygiene, laundry and personal care brands are placing the emphasis on freshness and fragrance as key contributors to wellbeing

Hygiene and cleanliness – both household and personal – have preoccupied consumers increasingly since the Covid-19 pandemic.

However, prompted by NHS warnings over rising flu cases, earlier this year YouGov took a poll of adults in the UK to establish how often they follow everyday hygiene routines<sup>1</sup>. The study revealed varying habits across sectors, with cleaning around the home showing uneven frequencies depending on the type of routine in question. For example, 34% of adults say they disinfect frequently-touched surfaces once a day or more, while weekly cleaning is the most common for toilets, and device cleaning (phones, computers etc) has a lower priority.

While the YouGov study remains quite clinical in its approach, just

tracking statistics of UK adult cleaning habits, what it does not reflect is the huge development going on behind the scenes in fragrances and freshness development both for home and body – and how these increasingly play into an overall sense of wellbeing. This is one of the findings highlighted in a report from Boots UK<sup>2</sup>, which takes a closer look at the trends shaping consumers' attitudes to beauty and self-care and, among its findings, notes that fragrance “is becoming a powerful tool for self-care, mood enhancement and an expression of identity”. In fact, citing figures from Mintel<sup>3</sup>, the report finds that 78% of UK consumers believe fragrance can improve mental wellbeing, “highlighting the growing awareness of the mind-body connection”. So, it's little wonder that

both the homecare and personal care sectors have embraced a growing focus on fragrance development, alongside efficacy, to inspire purchase – in this supplement best exemplified in both the laundry and deodorant sectors.

## Laundry: making sense of scents

When it comes to laundry, the YouGov study revealed 44% of adults change towels weekly, with another 21% doing so multiple times during the week. Bed linens, however, were less frequently changed, with 39% changing weekly and 37% revealing they change sheets every two or three weeks.

However, overall laundry care appears to be taking more of a centre stage in consumers' overall household, hygiene and personal care habits. The laundry sector has experienced strong

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growth of 12.5% (value) and 7.6% (units) over the last 12 months<sup>4</sup>, putting the category in a strong position as it moves through 2025, says Nina Lumsden, brand manager at Star Brands, which manufactures certain Lenor products under a licensing agreement with brand owner Procter & Gamble. “This growth is due to more households buying scented laundry items and buying them more frequently, a trend confirmed by the booming popularity of fragrance formats,” she says. “In the UK, scent boosters alone now account for £89m, up 42% year on year<sup>5</sup>, while fabric softeners are projected to grow by approximately 4.5% CAGR from 2025 to 2030<sup>6</sup>.

As a brand, Lenor laundry aids have experienced huge value (+78.4%) and unit (+117.9%) growth<sup>7</sup>, she adds. “A key driver of this performance has been the Lenor Steamer & Ironing Water, designed to add a luxurious finishing touch to laundry.”

Consumers are increasingly willing to invest in household products that deliver clear, tangible benefits and seamlessly fit into fast-paced lifestyles and evolving cleaning routines with products that deliver visibly superior results, says Nathan Palmer, marketing director laundry UK & Ireland at Unilever. “As consumers increasingly seek out sensorial reward and efficiency in their routines, brands that can meet these needs with credibility and consistency will drive greater trade-up, loyalty and frequency,” he says. “This premiumisation is key to unlocking value growth across the laundry category, moving it from functional to aspirational.”

### Up close and personal

For personal care, there are strong habits in showering, hair washing and grooming according to the YouGov survey, with nearly 46% of adults showering or bathing daily. And, when it comes to brushing teeth, 72% of UK adults say they brush more than once a day with another 23% brushing daily. However flossing is less embedded in daily routines.

The UK’s oral care category has quietly strengthened, adding value even as volumes held steady, says Barty Walsh, founder of Ordo. “This is clear proof that consumers continue to prioritise daily health, even under financial pressure,” he says. “With oral



care sitting at the intersection of health, hygiene and beauty, its relevance only continues to grow.”

Since 2019, the company has grown 150% year-on-year (YOY)<sup>8</sup>, reveals Walsh, “and our rapid US roll-out across 2024-5 signals both demand and headroom in the market”. Looking ahead, the fundamentals remain strong, he observes. “Analysts project that the global oral care market is projected to grow at a CAGR of 6.2% from 2025 to 2030<sup>9</sup>, driven by electric

**“With oral care sitting at the intersection of health, hygiene and beauty, its relevance only continues to grow”**

brush adoption and the rise of low-waste refill systems – two trends Ordo is already built around.”

At Kimberly-Clark, owner of the Andrex toilet tissue and Kleenex tissues and wipes brands, Andrex has continued to perform strongly across supermarkets, convenience stores and online channels, says marketing director Niamh Finan. “While lower-priced brands are putting pressure on the overall value of the category, we’re bucking the trend,” she says. “Our shopper numbers are up by 900,000 and value share has grown by 68 basis points<sup>10</sup>, despite the category overall declining by 4.8% in value and losing 188,000 shoppers<sup>11</sup>.”

As for Kleenex, the brand has had a strong 12 months, with value sales up 5.3% year on year<sup>12</sup>. “Increased visibility across the retail landscape



has brought more shoppers into the category, and over 800,000 new consumers<sup>13</sup> have bought Kleenex in the past year,” comments Finan. “The growth highlights growing demand and the brand’s ability to attract new customers, making the category well-positioned for continued growth in the second half of 2025.”

Meanwhile, there has been a quiet revolution going on in the deodorants category, which increased by £53m last year, with Unilever contributing £22m of this growth<sup>14</sup>, reveals Monique Rossi, general manager, deodorants for Unilever UKI. “As a result, Unilever remains the No.1 deodorant manufacturer<sup>15</sup>, with over 54% of the market,” she says, adding that this is the result of four consecutive years of innovation landing in the market. Its latest move has been the launch of

whole body collections for Sure and Lynx, part of a premiumisation strategy to tap into new consumer needs.

“Our three best-selling brands – Sure, Lynx and Dove – all lead in the three key need states that form the vast majority of the market – protection, care and fragrance,” adds Rossi.

#### **Simplicity and time saving**

In terms of household cleaning, one of the most significant trends shaping shopper choices is growing demand for highly effective, time-saving solutions that offer superb value, says Sylwia Jacob, head of marketing UK & EU at Scrub Daddy. With the total household category up just 0.3%<sup>16</sup>, with a 3.6% rise for scourers, wipes and sponges<sup>17</sup>, “today’s consumers want products that don’t just clean, but also deliver fast, reliable results and clever solutions,”

**34%**  
of UK adults disinfect frequently touched surfaces once a day or more<sup>1</sup>  
*YouGov*

**44%**  
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**78%**  
of UK consumers believe fragrance can improve mental wellbeing<sup>2</sup>  
*Boots UK*

**£89m**  
The value of laundry scent boosters in the UK<sup>5</sup>  
*Nielsen*

she notes. “Our innovative material and ergonomic design ensure that Scrub Daddy sponges cut through grime quickly, providing a noticeable difference in performance. This focus on efficacy and time-saving plays directly into what busy households are searching for.”

Shoppers are also increasingly looking for longer-lasting, higher-quality products that offer genuine value for money, she adds. The company’s scrubbers have a unique FlexTexture material that means they last far longer than conventional sponges, providing better value over time. “This durability is a core USDP that sets up apart in a crowded category,” she says.

Saving time and simplifying routines are also two trends highlighted by Star Brands’ Lumsden for the laundry care

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sector. “Busy lifestyles and the need for convenience drive the demand for household care items that offer quick and effective results,” she says. “According to a 2023 report by Kantar, 40% of UK households prioritise time-saving features in cleaning products<sup>18</sup>. For example, products like Lenor Crease Releaser, which eliminates the need for ironing, resonate well with time-conscious shoppers.”

### Sensory elevation

That said, freshness and fragrances form another key trend driving the laundry category, adds Lumsden. “These trends are primarily fuelled by changing consumer preferences and expectations around fragrances; UK consumers increasingly see laundry as a sensory experience rather than a functional chore,” she explains “This is reflected in the rapid growth of formats that elevate the sensory appeal of laundry care.”

One clear development in laundry has been the growing use of short wash cycles as consumers look for efficient and convenient laundry solutions, says Unilever’s Palmer. “This has been strengthened in the past 12 months by the performance of Persil’s Wonder Wash range, designed for wash cycle as short as 15 minutes,” he says, revealing that the brand has achieved 9% household penetration<sup>19</sup> since its launch in April 2024. The ‘quick wash & refresh’ segment is one of the fastest-growing laundry category drivers<sup>20</sup>, with 68% of consumers now using a short wash cycle once a week<sup>21</sup>, he adds. So, the company has expanded its Persil Wonder Wash range with two new products: Dazzling White and Sensitive Non Bio.

Indeed, Unilever is also placing its bets on the forecast that, with non bio laundry detergent making up 40% of the category and seeing 4.4% sales growth<sup>22</sup>, products that are gentle next to sensitive skin will drive the laundry category over the next five years<sup>23</sup>. “As a result, there is a big growth space for retailers to stock products that cater to this need while delivering delicate fragrance,” adds Palmer.

He agrees, however, that freshness and fragrance remain key benefits sought after by consumers in the laundry category, exemplified by the scent booster segment growing by 26%<sup>24</sup>, he notes. To target this,



the company launched three new fragrances under its Comfort Scent Boost Elixir range – Blue Skies, Sunshiny Days and Tropical Lily – which he says are well-positioned to help retailer broaden their fabric refreshment offerings and attract new shoppers.

Fragrance and wellbeing are also strong trends in the toilet tissue market, says Kimberly-Clark’s Finan. “In response, we launched a limited-edition Ultimate Quilts with Vanilla & Sandalwood in 2024 and will follow up with a Midnight Ylang & Amber product line this year. The company is also adding a Watermelon fragrance to keep the range fresh and appealing, she says.

**“UK consumers increasingly see laundry as a sensorial experience rather than a functional chore”**

Even with everyday products like toilet paper, people are paying closer attention to what they use on their skin, she adds. “Consumers want gentler ingredients and pleasant fragrances. While functionality remains key, there’s growing interest in overall comfort and wellbeing, especially for intimate skincare.”

While shoppers today are negotiating tighter budgets, their expectations haven’t dropped, says Ordo’s Walsh. “They still want products that work well, feel good to use, and don’t compromise on sustainability,” he notes. “Efficacy is non-negotiable. With nearly two-thirds of UK adults using electric brushes<sup>25</sup>, shoppers are clearly willing to invest in proven performance.”

He says that electric brushes continue to out-clean manuals, and dentist-backed results remain a must. “But personal style and values matter too,” he adds. “Our colour-led range and



# Social: a force to be reckoned with

In the whole household, hygiene and personal care sector, social media continues to be a driving force.

At Star Brands, Lumsden is quick to agree that social media is an important marketing channel for Lenor, with Instagram and TikTok being the primary focuses. “The influence of #CleanTok-style content is clear: across household brands, over 54% of TikTok users says they’ve purchased a household product after seeing it on the platform, with nearly 71% of those being unplanned purchases<sup>i</sup>,” she reveals. “Additionally, more than a third of Gen Z in the UK say

they get cleaning and laundry advice from TikTok, and viewership on cleaning-centric channels is growing rapidly<sup>ii</sup>; this highlights a booming culture around ‘cleanfluencer’ content.”

@TheLaundryHub, the company’s handle, showcases product ranges and demonstrates ease of use as well as product efficacy. “We regularly work with influencers, and a recent reel posted by @cleanwith\_kayleigh featuring the Lenor Travel Crease Releaser hit 50m views on Instagram within two days of going live – this demonstrates the consumer appetite for cleaning-inspired

content,” adds Lumsden. “From a content perspective, we have found that ‘before and after’ videos perform particularly well as they demonstrate how effective the Lenor Crease Releaser is. We use this type of content on social media and it was featured on digital screens in Tesco stores earlier this year.”

Unilever, meanwhile, worked with Asda last year, leveraging its global #CleanTok partnership to bring the digital world to Asda shoppers, reveals Palmer. “We showcased content from ‘cleanfluencers’ in-store, allowing us to educate consumers on the superiority

and efficacy of our household products in an unmissable way,” says Palmer.

In addition, the recent launch of its Pure Heaven Scent brand was fronted by successful influencer Molly-Mae Hague, who has a combined following of over 14m across her social platform. The partnership has already generated over 40m views and 45,000 consumer engagements to date, reports Palmer. “It’s a powerful demonstration of how strategically aligned influencer partnerships can extend reach, drive relevance and build emotional connection with a highly engaged audience,” he says.

refillable formats help users feel more connected to their care routine.”

He also points to value-led premiumisation as another major trend, where people are trading up sensibly, not splurging. “At Ordo, we balance high-performance features with accessible pricing, so better care feels within reach, not out of touch,” he says. “And, with one in five children experiencing tooth decay<sup>26</sup>, parents are more conscious than ever. Our Squishmallows partnership brings Ordo’s sonic technology to a younger audience through fun, character-led design that supports effective daily routines.”

When it comes to shopping for deodorants, efficacy will always be a top priority for consumers, says Rossi. “While we don’t always like to talk about it, odour affects us all in different ways,” she notes. “With only 1% of body sweat coming from underarms<sup>27</sup>, odour is not limited to armpits, and

shoppers were calling out for products that delivered malodour protection for different parts of the body. Research also found that three-quarters (72%) of adults<sup>28</sup> say body odour makes them feel self-conscious, holding people back in their day-to-day lives.”

Unilever has observed a rising demand for whole body personal care products in the last couple of years, she notes. “Global Google searches for ‘whole body deodorants’ are up 1,000% and one in three UK adults is already using a deodorant on body parts besides underarms<sup>29</sup> or creating their own homemade solutions. However, a lot of consumers are dissatisfied with the results. The products people often use on their bodies are anti-perspirants, which are designed for sweat protection rather than with the whole body in mind, and as a result can cause irritation.”

Unilever’s latest whole body deodorant ranges have been designed

specifically to adapt and target odour all over the body, using exclusive technology, she notes. “Whole body deodorant is a major incremental growth opportunity.”

The company has launched Sure Whole Body Deodorant in two female and two male scents with three formats – spray, stick and lotion to suit different areas of the body and application preferences. Meanwhile, with “just under half of men (45%) stating they have malodour issues in intimate parts<sup>30</sup>, we have also launched Lynx Lower Body Spray to meet this need”, adds Rossi. This comes in two scents: Pear & Cedarwood and Coconut & Sandalwood.

In the tissue market, shoppers are driven by ingredients, design and convenience, says Finan at Kimberly-Clark, and the company is actively investing in these three areas. “Functionality matters, especially during moments like the cold-and-flu

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season,” she says. In 2024, the company launched Kleenex Easy Breathe with menthol to help relieve blocked noses, and is continuing to explore how skin-friendly ingredients can enhance its future products.

Meanwhile, in terms of convenience, flexible formats for both at-home and on-the-go are becoming essential, she adds. “We’re making sure our product line-up fits seamlessly into people’s lifestyles.”

In terms of other trends, personalisation is adding real value in personal care and facial tissues are no exception, notes Finan. Although the Kleenex brand already offers solutions for different needs, the company is exploring how to take this further – especially through ingredient-led innovation that supports facial skincare and comfort.

Personalisation is also rising in importance in the laundry care sector, with some consumers choosing scents that reflect their individuality, notes Star Brands’ Lumsden. In this context, fragrance has become not only a product feature but a key brand differentiator, with many scents becoming synonymous with specific brands.” As such, scent is no longer a secondary benefit; it’s a central driver of purchase decisions and a crucial competitive lever in an increasingly crowded market, she adds.

Another emerging influence is the rise of #CleanTok and the wider social media phenomenon where cleaning content goes viral, not just for its practicality but for its positive impact on mental health, says Scrub Daddy’s Jacob. Cleaning, once seen as a chore, is now being embraced as a form of self-care, mindfulness and even stress relief, she says. “Scrub Daddy has leaned into this trend by championing the mental health benefits of cleaning, showing how our cheerful branding and fun product experience can genuinely lift moods and make cleaning a more enjoyable – even therapeutic – activity,” she notes. “Our presence in these online communities and our focus on positivity is helping to reframe cleaning as a moment of calm rather than a burden.”

### How AI is transforming innovation

Technology, especially AI, is increasingly central to how we approach new product development,



says Scrub Daddy’s Jacob. “AI is leveraged in the early product ideation stages, allowing us to quickly visualise and iterate on ideas, which in turn takes the pressure off our design and engineering teams and accelerates innovation,” she explains. “On the marketing side, advanced analytics and AI-powered tools help us to better track campaign performance, understand evolving consumer behaviour, and gather ongoing market insights in real time. This use of new software and digital solutions gives us greater visibility of trends and unmet needs in the market, ensuring

our pipeline remains both relevant and responsive. Looking ahead, these technologies will be instrumental as we continue to extend and improve our range, ensuring every product launch is informed by data, creativity and a deep understanding of what today’s consumers want.”

“AI is helping us bring new products to market faster,” says Kimberly-Clark’s Finan. “We can quickly test ideas, gather feedback, and refine what we offer. This means we stay ahead of trends and give shoppers what they really want.” This, she says, rings true for both Andrex and Kleenex.

At Ordo, technology plays a vital role in how the company develops new products, from streamlined manufacturing to insights that shape its roadmap, reveals Walsh. “While AI is starting to inform how we identify emerging behaviours, our core development remains led by expert design, rigorous testing, and feedback

**“AI is helping us bring new products to market faster; we can quickly test ideas, gather feedback and refine what we offer”**



# Creating that in-store buzz

Kimberly-Clark's Finan says the company's recent 'Get Comfortable' campaign for Andrex helps the brand connect with shoppers in a meaningful way – from TV and social media content to high-impact outdoor ads. "But there's still room to make toilet tissue more exciting in-store," she says. "We're working with retailers to move the category beyond the basics and present it more like a personal care essential."

Meanwhile, facial tissues are often overlooked in the shopping journey, she adds. "To stand out, we focus on creating moments of visibility that remind shoppers

of when and why they need Kleenex – whether online or in-store. Retailers can help by integrating the category more effectively into seasonal displays and everyday health and wellbeing messaging," it adds.

Retail merchandising doesn't always reflect how fast the oral care category is moving, says Ordo's Walsh. "Aisles often feel clinical and price-led, which buries innovation and limits shopper discovery," he says. "Retailers can unlock more value by creating dedicated 'new-in' or 'designed' zones, using open-sell demo docks for electric brushes, and segmenting the

category by life stage: kids, adults and seniors. These quick wins would help shoppers navigate more confidently and drive incremental spend."

Scrub Daddy's Jacob says: "We pride ourselves on being leaders in social media entertainment, turning everyday cleaning into content that's not just useful but also wildly fun – and we're always happy to collaborate with grocers in this space and take them along for the ride," she notes. The company also ensures strong visibility on-shelf and online through eye-catching packaging, playful branding and impactful on-pack promotions, such

as its recent Disney free standing display unit campaign and in-store competitions.

At Unilever, Rossi says the company has been working hard with its retail partners to land whole body products with their shoppers and create new spaces for them. Both of its new whole body launches – for Sure and Lynx – have been elevated by an extensive in-store presence with bold shopper marketing activities, making the NPD unmissable, including POS, store takeovers and experiential activations, she adds. "We've been encouraged by the level of excitement and support received from retailers."

from customers and retail partners."

Looking ahead the company is expanding its range to serve "an often over-looked group – younger customers between kids' and adult hygiene", he says. "This underserved segment needs high-performance products at accessible price points and we've invested heavily in new technology to meet that need. Expect to see that come to life in late 2025."

More broadly, Ordo's strategy is built around democratised tech, making electric care more affordable without compromising on results. "Our new water flosser and sustainable mouthwash formats offer connected, considered upgrades that elevate everyday care," he notes.

Patented and patent-pending technologies, including Unilever's Pro-S Technology, developed together with robotics and AI, were used to develop Persil Wonder Wash that is designed to perform even in a cold

15-minute cycle, reveals Palmer. The company also used improved fragrance technology to upgrade Comfort's Core and Creations fabric conditioner ranges, he says. "The improved fragrance technology is designed to deliver fragrance at all stages of the wash."

In addition, he points to a "market breakthrough by tackling a common consumer pain point of residue on clothes" with the Comfort Scent Booster Elixir liquid formulation. "Unlike traditional scent boosters, this bead-infused formula works effectively in cold and short cycles while providing long-lasting multi-sensorial freshness," he says.

Technology also plays a key role in Unilever's whole body fragrance innovation, with patented Odour Adapt Technology at the forefront, reveals Rossi. "Developed exclusively for Unilever, this technology offers malodour protection all over the body,

with a superior formula designed for whole body use, and use in sensitive places," she says. "The Sure Whole Body formulas use versatile ingredients that adapt to the different odours across the body. They are proven to effectively remove these through a dual action mechanism of trapping odour and neutralising malodour-causing bacteria to stop it at source, so you only smell the fresh fragrance of the product."

Unilever is taking its in-house fragrance capabilities one step further this year with an £80m investment for a new facility in Port Sunlight. This will "develop leading-edge digital capabilities and recruit and partner the very best fragrance talent and expertise", says Rossi. As well as a fragrance and innovation lab, and compounding facility where new fragrances will be blended and developed, the site will be digitally enabled, with robotics to blend fragrance oils and real-

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time date capture, enabling digital modelling, analytics and the use of AI to drive fragrance development, she reveals. “With this investment, we are establishing an end-to-end fragrance supply chain which includes everything from ingredient-buying to in-house creation,” she says. “This will enable us to use fragrance as a driver of innovation and premiumisation for our brands, with greater speed and efficiency.”

### One piece of advice

Given all the rapid new product development from suppliers, what is a key recommendation that they can give to retailers on creating in-store space and visibility for these innovations and for the categories in which they operate?

Kimberly-Clark’s Finan believes retailers have a big opportunity to reframe the toilet tissue category. “Toilet tissue may be a staple, but it doesn’t have to be boring,” she says. “Shoppers are actively engaging with brands online that offer freshness, value and purpose. If we bring some of that energy into store – through better merchandising, innovative visibility and clearer messaging – we can unlock more value. Andrex is ready to support retailers in turning a low-engagement category into one that drives basket spend and loyalty.”

Keep the aisle fresh, functional and design-led, says Ordo’s Walsh. “Oral care is evolving fast, and merchandising should reflect that pace. Rotate ‘new-in’ bays and more electric brushes to open-sell docks so shoppers can experience the tech. Locked cabinets can lose up to 25% of sales<sup>31</sup>.”

Retailers should also think beyond price to segment by life stage, he adds. “Kids’ oral care is projected to grow at 7.1% CAGR from 2025-2030<sup>32</sup>, and demand for senior-friendly designs is rising fast. These aren’t niche groups, they’re growth drivers.

“And always lead with design and efficacy. Minimal, recognisable packaging and dentist-approved claims are what stop shoppers in their tracks.”

Unilever’s Rossi encourages retailers to “embrace the whole body revolution”. The chance to transform the growth trajectory of an entire category doesn’t come along often, but the launch of our whole body deodorants is a game-changer for



the personal care sector. “As a new category, we know that significant investment is needed to build awareness at scale and encourage shoppers to add these products to their personal care regimes. We are looking forward to working with retailers on further whole body innovations in the months to come.”

“Maximise visibility and availability,” advises Star Brands’ Lumsden. “Ensuring products like Lenor Travel Crease Releaser are consistently well stocked and strategically sited, particularly alongside other travel-sized essentials,

can significantly boost impulse purchases. This is especially important during peak travel periods such as holidays, when shoppers are actively seeking convenient, on-the-go solutions. Merchandising with the right timing and placement is crucial to unlocking growth in the household care category.”

“Don’t let facial tissues be an afterthought,” says Kimberly-Clark’s Finan. “When shopper substitute with products not designed for skin, it can lead to discomfort or irritation – particularly during vulnerable moments. Kleenex is leading efforts to give the category year-round relevance, not just in winter. Retailers have a big opportunity to grow sales by highlighting the everyday benefits of tissues and making them easier to find in-store.”

“Embrace and actively support innovation, especially when it comes to fun, unexpected collaborations and

**“Embrace and actively support innovation, especially when it comes to fun, real-life activations outside the digital sphere”**

# Ongoing commitment to sustainability

Putting the eco-friendly message across to consumers is still very important for suppliers, particularly in an increasingly crowded and competitive household, hygiene and personal care market. And there is a realisation that visible actions to improve sustainability are an imperative for success.

With nine in 10 shoppers actively recycling<sup>iii</sup>, the bar has been raised across household and personal care, says Ordo's Walsh.

Sustainability still matters, but not at any cost, he adds. "Sixty-one per cent of shoppers worry eco-options are too expensive<sup>iv</sup>,"

he says. "Ordo's refillable mouthwash, recyclable packaging and closed-loop brush head return system prove that better habits don't need a price premium." The company's return scheme is centred around removing virgin plastic from the waste stream he says. It has also introduced aluminium toothpaste tubes and continues to sell refillable mouthwash bottles to reduce single-use waste.

As sustainability is a core part of the Andrex brand, Kimberly-Clark introduced 100% paper packaging for its Ultimate Quilts range last year, giving shoppers a greener choice, reveals Finan.

"We're also making progress in how we're manufacturing our products – with 90% of our energy now coming from renewables including or wind farm in Scotland," she notes. "Our target is 100% renewable energy by 2030, supporting Kimberly-Clark's wider ambition to lead on sustainability across the hygiene and personal care industry."

For Kleenex, meanwhile, the company is reducing plastic in its packaging and increasing the use of recycled materials across both its products and in-store merchandising, she says. "Sustainability isn't just a target – it's

an ongoing part of how we operate."

Improved sustainability has absolutely become a baseline expectation for consumers in the household care sector, says Scrub Daddy's Jacob. "Over the past six to 12 months we've taken concrete steps to reduce our environmental impact, including introducing recyclable paper cases and more eco-conscious packaging across our product lines. We're also preparing to launch a new Basics range that further prioritises sustainability, with products made from renewable materials like bamboo and compressed cellulose."

real-life activations outside the digital sphere," urges Scrub Daddy's Jacob. "Shoppers are increasingly looking for brands that surprise and delight, whether through partnerships beyond the traditional household care sector or through memorable in-store events and pop-up experiences. Retailers who help bring these creative, engaging moments to life – not just on social but in physical retail spaces – will capture greater attention, drive footfall and keep the category feeling fresh and exciting for consumers."

"If we could offer retailers one key piece of advice for the year ahead, it's to ensure they adapt their ranges to maximise growth opportunities within the category," says Unilever's Palmer. "Laundry regimes, including fabric detergents, fabric conditioners and scent boosters, present strong opportunity to grow baskets, boost shopper engagement and elevate the category's relevance in daily life,"

he says. "We're driving this forward through investment in the largest category value driver – sensitive – with the launch of the Pure Heaven Scent range from Persil and Comfort, a complete laundry solution that's gentle next to sensitive skin without compromising on fragrance."

"We also anticipate significant growth in the 'quick wash & refresh' segment over the next five years. To leverage this, retailers should stock products designed for short, cold wash cycles."

Whether to stave off the risk of illness, create a better and more fragrant home environment or boost self-confidence, household hygiene and personal care are increasingly recognised as important contributors to mental as well as physical wellbeing. As consumers seek to balance busy lifestyles with looking after their personal needs, the outlook for the category's development across different sectors continues to shine.

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Dr. Beckmann

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# A fresh era in laundry

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## KEY BRANDS

Dr. Beckmann

Dr. Beckmann, widely recognised for efficacy and high-performance products, provides household solutions that consumers can rely on time and time again, says Becky Cador, head of marketing. The brand is perhaps best-known for its award-winning UK's No.1 Carpet Stain Remover<sup>1</sup>, and long-standing, trusted laundry whitener, Glowwhite, she notes.

In 2022, Dr. Beckmann made a strategic entry into the laundry detergent category, with a ground-breaking innovation: laundry detergent sheets, Magic Leaves. "This contributed to a remarkable 72% brand growth over four years across laundry<sup>2</sup>. This was fuelled by a pipeline of NPD and a broader retail presence, addressing a wider spectrum of laundry care needs," she says.

The Dr. Beckmann portfolio has evolved into a category-leading range, from stain removers and appliance care to Magic Leaves laundry detergent sheet technology and fragrance-enhancing solutions, adds Cador. "This has injected fresh appeal into the range, ensuring it resonates with evolving consumer needs. By elevating solutions for every household need, Dr. Beckmann aims to become a preferred brand in laundry care."

With consumers increasingly seeking more sustainable, space-saving and mess-free alternatives, Dr. Beckmann Laundry Detergent Sheets quickly captured attention as a disruptive format in the category, with the range expanding in pack sizes and fragrance. "Most recently, the Dr. Beckmann sheet technology has been extended into fabric conditioner, a segment



**“By elevating solutions for every household need, Dr. Beckmann aims to become a preferred brand in laundry care”**

dominated by bulky, spill-prone liquid bottles,” reveals Cador. “This meets the demand for cleaner, greener, and more convenient laundry products. Launched in April, our Fabric Conditioner Sheets are already off to a flying start. With 75% less packaging<sup>3</sup>, they’re compact, convenient and kinder to the planet; they even work on cool washes (from 20°C), elevating laundry care.”

The UK team also identified growing consumer demand for affordable, cleaning solutions, adds Cador. “The Dr. Beckmann Power Brush Stain Remover tackles over 100 common household stains and features a unique built-in brush applicator designed to work the product deep into fabrics with ease. This aligns with the increasing focus on garment care and wardrobe longevity, particularly as shopper budgets tighten. The product has driven incremental growth of 30% YOY and generated a 48% value uplift<sup>4</sup>.”

New additions in the best-selling Glowwhite range have also performed strongly, including Glowwhite Stain Remover in a pouch format, which has attracted more shoppers to this low-penetration category, she says.

“The Dr. Beckmann vision? To be the consumer choice for tackling household and laundry challenges with ease and confidence. By stocking the Dr. Beckmann range, grocery retailers can meet evolving consumer needs and drive incremental category sales and strong repeat purchases.”

## Source

<sup>1</sup> Kantar, Dr. Beckmann Retail Sales Value, Total Laundry (incl. additives), 25.04.21-25.04.25

<sup>2</sup> Kantar Worldpanel by Numerator, 4 years ending 20.04.25

<sup>3</sup> Vs. liquid fabric softeners in plastic bottles with a comparable number of wash loads

<sup>4</sup> Kantar, +30% unit growth and +48% value growth YOY, to April 2025



# AMAZING

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\* Kantar, Worldpanel by Numerator, 4 years ending 20th April 2025. \*\*Total brand Households, Kantar, April 2025

# Shimmer into summer with Palmer's

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## KEY BRANDS

Palmer's

Palmer's, the American family-owned brand, whose iconic Cocoa Butter Formula is a household staple in the UK, is expanding its bodycare care offering by launching three new trendy body shaping and body make-up products, which everyone is talking about this summer,

Introducing Palmer's Brazilian Coco Cream, Palmer's Shimmer Radiance Body Oil and Palmer's Shimmer Radiance Body Gloss – Brazilian summer essentials to sculpt the body, glisten and shine like a star.

Palmer's has been a beauty staple for decades thanks to the nourishing power of its Cocoa Butter and Coconut Oil formulas, notes marketing director Zahira Beddou. "The brand is loved for its affordable yet results-driven approach to skincare, with ethically sourced ingredients and dermatologist-approved products," she says.

"This latest trio sculpts, illuminates and smells divine – for your best summer yet."

### Firm up, shimmer and glow



**Firm favourite:** Palmer's Brazilian Coco Cream, is a firming cream for the bum, bust and body that's

proven to show results in as little as two weeks, reveals the company. Enriched with coconut oil, açai, guarana and Brazil nut, this whipped cream has strong summer-in-Rio vibes.



**Sun-kissed shimmer:** Give legs, arms and décolletage a glistening bronzed goddess effect with



**“Palmer's is loved for its affordable, yet results-driven approach to skincare, with ethically sourced ingredients and dermatologist-approved products”**

Palmer's Shimmer Radiance Body Oil. With cocoa butter and golden mica pearls, the nourishing formula leaves skin soft and supple, with no greasy residue.



**A sheen to be seen:** For an ethereal glow, Palmer's Shimmer Radiance Body Gloss is the go-to

product. Infused with glistening rose pearls and Palmer's signature cocoa butter and vitamin E, it smoothes, blurs and evens skin tone. Perfect for collarbones, shoulders – or even cheeks.

"These three new products are the results of our social media listening where we learned beauty hacks and new trends from our audience," says Beddou. "They have been a success from the get-go, with retailers and consumers alike loving their premium feel and quality, affordability and trendy concepts."

The range is now available at Superdrug, Boots and Tesco in-store and online, with all three items showing a 4.5 star ratings and gaining recognition from prestigious magazine awards, she notes. The three products will be supported this summer with TV advertising during ITV's star program Love Island and outdoor advertising and sampling across London, Birmingham and Manchester.



# BRAZILIAN COCO CREAM

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The powerful Brazilian blend of fair-trade coconut oil, açai, guarana, Brazilian nut, collagen and elastin works together to improve skin firmness and tone. Your skin will feel hydrated for 48 hours with a subtle tropical coconut scent. Vegan friendly.

\* May take up to 8 weeks. 8-week independent clinical study, 50 subjects.



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# Marigold leads the way in cleaning

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Marigold

## KEY BRANDS

Marigold

The cleaning category has experienced solid growth over the past year, with gloves, cloths and scourers all showing value gains<sup>1</sup>. Marigold continues to lead the way as the UK's No.1 gloves brand, holding a 45% share of the market<sup>2</sup>.

"Our Kitchen Gloves remain the UK's best-selling glove, a testament to the enduring trust consumers place in the Marigold name," says Alex Rorrison-Leech, marketing manager for the brand.

Cleaning is increasingly seen as a form of self-care, she notes. "According to Mintel<sup>3</sup>, 79% of UK consumers who clean their homes during a typical week consider it an act of self-care. At Marigold, we want to enhance that experience by ensuring our products not only deliver on performance but also contribute to this sense of wellbeing.

"While quality has always been at the heart of the Marigold brand, we're committed to continuous improvement," adds Rorrison-Leech. "In 2025, we initiated a product upgrade project, driven by consumer insight. Our internal research focused on understanding real-world usage and consumer expectations. The key themes that emerged – comfort, grip, and resistance – shaped the foundation of our innovation. Consumers want gloves that are durable, protective, and comfortable, with a secure grip that allows for confident handling."

In response, Marigold has upgraded its durable glove range to meet these needs:

● **Kitchen Gloves:** our best-seller now features an enhanced grip pattern and tailored fit for even greater comfort and usability.



“79% of UK consumers who clean their homes during a typical week consider it an act of self-care<sup>3</sup>. At Marigold we want to enhance that experience”

● **Sensitive Gloves:** latex-free and dermatologically tested, these gloves now have a softer touch for increased comfort and flexibility.

● **Extra Tough Outdoor Gloves:** redesigned with a reinforced grip for improved handling, while maintaining flexibility and comfort.

## Brand upgrades

"Sustainability is also a key focus," she says. "All of our latex gloves are now made using EUDR-compliant rubber. We've reduced plastic use across our range, incorporating 30% recycled plastic into our packaging.

Additionally, our self-ready packaging is now FSC-certified, supporting responsible forestry."

With these upgrades and continued category growth, Marigold is proud to lead the way in innovation, performance, and sustainability in the cleaning sector, notes Rorrison-Leech.

"Looking ahead, we're committed to driving awareness of our improved range throughout 2025. Our marketing campaign will continue with increased investment in paid digital media in Q4, retailer media partnerships, plus the always-on PR and social media support – ensuring that Marigold remains front-of-mind, both online and in-store."



## Source

<sup>1+2</sup> Circana (UK), Total UK, All Outlets, Rubber Gloves by product, Value sales, 52 w/e 17.05.25

<sup>3</sup> Mintel Global Annual Trends 2025

  
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**All Marigold gloves and  
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\*Circana (UK) Ltd, Total UK, All Outlets,  
 Rubber Gloves by Product, Value Sales,  
 52 WE 17 May 2025



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# Thriving through innovation

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Marketing Director

## KEY BRANDS

Andrex

Andrex continues to set the standard in the toilet tissue category, delivering strong sales and elevating the sector through innovative NPD and communications, says marketing director Niamh Finan. “On every metric, Andrex is the clear market leader,” she notes. “Despite downward pricing trends in the category, Andrex has posted strong gains. The brand has expanded its consumer reach, captured greater market share, and enhanced its brand equity. Crucially, this growth has been achieved in terms of both volume sales and year-to-date performance, demonstrating the brand’s enduring relevance and consumer appeal.”

High-quality, premium products have been at the heart of the brand’s success, adds Finan. “The Andrex Ultimate Quilts range – driven by Ultimate Quilts with Aloe Vera and the limited-edition Ultimate Quilts with Vanilla & Sandalwood offering – have boosted sales,” she reveals. “These innovations underline that, even in a challenging economic climate, consumers will prioritise exceptional products that offer superior comfort with added benefits which are kinder to their skin.”

Andrex is also transforming the wipes segment with its upgraded Ultimate Fresh Hygiene Wipes range, now featuring odour-neutralising



“Two new variants in the Andrex Ultimate Quilts range – Ultimate Quilts with Aloe Vera and Ultimate Quilts with Vanilla & Sandalwood – have helped to boost sales”

technology. This will be followed by Extra-Large Hygiene Wipes, for those seeking an even more confident clean.

“The spirit of innovation is also seen in the groundbreaking Andrex ‘Get Comfortable’ brand platform,” adds Finan. “The marketing campaign boldly challenges societal taboos around toilet habits, which can inhibit category growth. The latest Andrex ad highlights that 75% of schoolchildren feel uncomfortable going for a poo at school, an issue with long-term physical and emotional implications.

“By tackling this discomfort head-on with creative, relatable and empathetic messaging, Andrex not only supports healthier hygiene habits today, but also shapes a more confident, comfortable future for the next generation.”

Andrex’s growth trajectory remains strong. “In 2026, the brand will continue to raise the bar with exciting innovations that push the boundaries of hygiene and advance consumer expectations,” says Finan. “Put simply, Andrex will move the category from being one linked to basic functionality to one more associated with comfort, wellbeing and confidence. This is a feat only true market leaders are capable of.”



A young boy with dark hair, wearing a grey school jacket over a white shirt and a red and white striped tie, is crouching on a wooden desk. He is holding a roll of white Andrex toilet paper in his right hand. On the desk next to him is a colorful patterned pencil case and a pencil. The background is a solid olive green.

# THROW CAUTION TO THE WIND

**Andrex®**  
Get Comfortable

# Kleenex raises the bar

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## KEY BRANDS

Kleenex

 Kleenex has extended its market leadership this year, in terms of sales, innovation and customer appeal, reveals marketing director Niamh Finan. “The iconic brand achieved a 6.5% increase in value sales from January to June 2025, and welcomed 0.5m new shoppers during the same period<sup>1</sup>,” she reveals. “This remarkable growth was fuelled by standout products in the range, notably Kleenex Balsam with soothing aloe vera, and the versatile Extra Large tissues.”

Last year also saw the launch of Easy Breathe, a breakthrough tissue infused with microcapsules that emit a refreshing menthol and eucalyptus scent when scrunched to help elevate blocked and stuffed noses. This NPД complements Kleenex Balsam, offering consumers effective relief from cold symptoms such as soothing sore noses. “The success of these premium lines highlights a powerful truth: even in tough economic times, consumers are willing to invest in products that care for their skin and provide the comfort they seek,” notes Finan.

Kleenex’s success was further amplified by bold marketing as part of the brand’s ambition to expand usage outside its core cold and flu season, she reveals. In March, the brand teamed up with renowned artist Mr Doodle (Sam Cox) to launch limited-edition tissue boxes featuring his signature whimsical designs. This eye-catching collaboration extended far beyond packaging – spanning digital advertising, YouTube content, high-visibility out-of-home placements, and a live doodling spectacle at Outernet London, creating a multi-sensory



**“Even in tough economic times consumers are willing to invest in products that care for their skin”**

brand experience. The event, streamed live on TikTok, offered an immersive experience that captivated younger audiences, successfully attracted new family shoppers and spurred growth.

“As the category front-runner, Kleenex is dedicated to maintaining consumer engagement throughout the year, in a category often linked with winter purchases,” adds Finan. “Initiatives such as the ‘Save the Sleeve’ campaign emphasise the everyday importance of tissues, alongside key moments like cold and flu season, allergies, summer and back-to-school.”

Looking ahead, Kleenex is set to expand the category even further by enticing new shoppers and encouraging occasional buyers to increase their purchase frequency. By developing innovative products that seamlessly blend gentle skincare with practical solutions, the brand will position tissues as an essential lifestyle item that offers comfort when needed.



## Source

<sup>1</sup> Internal company data, Jan 2025 to June 2025



Kleenex  
x  
MR DOODLE!

Grab  
a little  
more joy

LIMITED EDITION DESIGNS



# Ordo: better oral care for all

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## KEY BRANDS

Ordo

Since 2021, Ordo has grown by over 120% year-on-year, becoming one of the UK's fastest-growing privately owned businesses<sup>1</sup>, and the momentum isn't slowing. Following a successful move into the US, 2025 has marked a major milestone, with a bold ambition to claim 10% of the global kids' oral care market in year one. "With stylish, sustainable, and high-performing products now available worldwide, as well as a smart selection of licensing partners, Ordo's reach and relevance continue to scale," says marketing director Emma Harnett.

The outlook for oral care remains robust. It sits at the intersection of long-term growth areas – health, beauty, and technology – with over 90% household penetration<sup>2</sup> and strong customer engagement. "Ordo's brand is built around the fastest-rising purchase drivers in the category: proven efficacy, stylish design, sustainable credentials, and accessible pricing," she says. "That puts us in a prime position to outperform as more shoppers seek value without compromise."

"With the category now worth £250m in the UK and growing at 9% CAGR through to 2030<sup>3</sup>, Ordo's mission is to open up this space and bring more people into the category by making high-quality, stylish, and effective oral care genuinely affordable," says sales director Darshna Patel. "By stripping out unnecessary complexity and cost, we're helping first-time electric users, families and underserved groups make the upgrade from manual to powered brushing, without the barrier of premium pricing."

Meanwhile, sustainability is no



**“Ordo’s mission is to bring more people into the category by making high-quality, stylish and effective oral care genuinely affordable”**

longer a differentiator, it's expected. "Shoppers want to make better choices without paying a premium for them. Ordo's closed-loop brush-head returns, recyclable mouthwash, and lower-impact formulations show accessible products can still drive lasting change. We're designing for everyday routines, making it easier for more people to build better habits without compromise."

Beyond product, Ordo is deeply committed to doing better, says Harnett. "From school education programmes to charitable partnerships focused on children's oral health, we back up our brand promise with meaningful action – whether it's PR, trade marketing, or social-first storytelling, we show up where our customers are, with messages that matter and impact that lasts."

As for NPD, Ordo's latest launch, in partnership with Squishmallows, brings sonic brushing tech to a new generation through playful, character-led design and clinically effective care. "Looking further ahead, we're developing products for a highly underserved group: tweens and younger teens who fall between the kids' and adult categories," reveals founder Barty Walsh. "Expect new tech, new formats and fresh thinking landing in late 2025."



## Source

<sup>1</sup> The Times Top 100, <https://tinyurl.com/2y59nzb>  
<sup>2</sup> Campaign 2011, [https://www.campaignlive.co.uk/article/sector-insight-oral-healthcare/1068895?utm\\_source=chatgpt.com](https://www.campaignlive.co.uk/article/sector-insight-oral-healthcare/1068895?utm_source=chatgpt.com)

# ORDO

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# Momentum, creativity and innovation

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## KEY BRANDS

Scrub Daddy

Scrub Daddy continues to outperform the market with remarkable momentum. In the latest 52 weeks, the company's value sales are up an impressive 60.3%<sup>1</sup>, compared to just 0.3% growth across the total household category<sup>2</sup> and 3.6% within the scourers, wipes and sponges segment<sup>3</sup>.

Market penetration is also surging, up 31.7% year-on-year<sup>4</sup>, proving more and more consumers are choosing Scrub Daddy as their go-to cleaning brand.

"We've expanded our presence across all major UK retailers, with new listings for 2025 in Waitrose, including Scrub Daddy, Scrub Mommy, and the Damp Duster," says Sylvia Jacob, head of marketing UK & EU. "Distribution continues to grow steadily, with a 9.3-point increase across the UK<sup>5</sup>. And we're unlocking new channels. The Essentials range is set to launch in Poundstretcher this summer, and both Scrub Daddy and Scrub Mommy Essentials will launch in the Scottish convenience sector through Filshill wholesale."

With 52% growth across the UK and EU last year, and a projected 45% increase this year<sup>6</sup>, Scrub Daddy is growing rapidly, says Jacob. "Our Disney Stitch collaboration exceeded expectations, delivering incremental growth and reinforcing the power of innovation and brand collaboration. As we expand, our ambition to lead and shape the future of cleaning continues."



**"We've expanded our presence across all major UK retailers, with new listings confirmed for 2025 in Waitrose, including Scrub Daddy, Scrub Mommy and the Damp Duster"**

## Standing out from the crowd

Capturing consumer attention is a multi-layered strategy combining product innovation, market expansion, and standout marketing, notes Jacob. "Our range continues to meet evolving customer needs, with new formats like Basics and Essentials, targeted solutions like BBQ Daddy, and upcoming sneaker and leather shoe cleaners. Each product is designed not just to clean, but to excite."

"Our brand thrives online," she adds. "Our awareness is driven by bold, creative social media and influencer partnerships. From gifting initiatives to collaborations with creators like Clean with Bea, Richard Sales and Coline Cleans, we're not just seen, we're talked about. Our mascot-led marketing breaks through the noise with its unfiltered charm, earning viral status."

## Innovation

Innovation is central to Scrub Daddy's strategy. "We've launched new shapes and BBQ Daddy, and created licensing partnerships, most notably with Disney," she notes. "The Disney Stitch Scrub Daddy launch, with an integrated campaign across social and retail, saw over 64 influencers reach 15.5m people. Also, events such as the Crate of Mischief at Battersea Power Station created further buzz, with 2.4m Instagram and 741k TikTok impressions."

"Alongside licensed products, our team remains committed to constant range expansion," she adds. "This ongoing pipeline ensures Scrub Daddy remains the go-to for fun, innovative cleaning solutions."

## Source

<sup>1-5</sup> NielsenIQ Retail Measurement, MNDH Household & Pets/MNDH Household Cleaning Accessories – Scrub Daddy UK, GB Total Coverage, Latest 52 w/e 14.06.25



# Scrub Daddy®



## World's Happiest Cleaning Brand!

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# Achieving fuss-free laundry

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Brand Manager

## KEY BRANDS

**Lenor Crease Releaser**  
**Travel Lenor Crease Releaser**

➡ The laundry care sector continues to outperform expectations, growing by 12.5% in value and 7.6% in volume over the past year<sup>1</sup>. Lenor Crease Releaser has been a stand-out performer in this space, posting an impressive 78.4% uplift in value sales and a remarkable 117.9% increase in units sold<sup>2</sup>, reveals Nina Lumsden, brand manager at Star Brands. “A major driver of this success is the growing popularity of products that offer more than just cleaning power – also delivering time-saving properties and a sensory, refreshing experience,” she says.

“Designed to remove wrinkles and reduce the need for ironing, Lenor’s Crease Releaser range exemplifies this shift. This convenient spray also refreshes clothes between washes, reflecting a broader consumer movement toward effortless care and convenience. Savvy with their time, consumers continue to look to reduce necessary chores where possible. That’s where the benefits of Lenor Crease Releaser really shine.”

Saving consumers’ time and offering refreshing fragrances is at the heart of Lenor Crease Releaser, notes Lumsden. “The brand has seen rising demand from consumers who want to personalise their laundry routine with scents that reflect their style and identity,” she says. “With this in mind, Lenor Crease Releaser continues to innovate with fuss-free formats across its portfolio, as well as branching into new areas, such as the Travel Crease Releaser – a 100ml version launched in WHSmith’s airport stores earlier this year – which is designed to help consumers effortlessly smooth out creases while on holiday or on-the-go.”

Standing out in a crowded market requires more than a great product – it demands visibility and engagement, she adds. “Lenor Crease Releaser has tapped into social media platforms like Instagram and TikTok, with its handle, @TheLaundryHub, showcasing real-life product demos, creative content and influencer partnerships. A viral reel by @cleanwith\_kayleigh, featuring the Lenor Travel Crease Releaser, recently racked up 50m views in just



“Saving consumers time and offering refreshing fragrances is at the heart of Lenor Crease Releaser”



two days, proving the appetite for satisfying, transformation-led content and products that save you time and fuss on the move.

“The momentum doesn’t stop there,” says Lumsden. “Building on the success of last year’s Hacking Packing campaign with TV presenter Danni Menzies, the brand has continued to invest in digital media, in-store activation, and influencer-led content to maintain its front-of-mind position. Lenor Crease Releaser’s products have also featured on Tesco digital screens as part of a wider retail collaboration to bring fragrance and freshness directly to shoppers in high-traffic moments.”

Looking ahead, the brand plans to introduce new scents and further portable formats in its Crease Releaser range, catering to demand for on-the-go freshness and personalisation.

“For grocery retailers, this presents a strong opportunity to merchandise by fragrance and usage occasions across complementary formats,” she concludes. “Consumers want experiences that will save them time and work into their daily lives – and by making it easier for them to shop that way, retailers can drive sales and meet consumer demand and needs.”

## Source

<sup>1</sup> Kantar, March 2025  
<sup>2</sup> P&G, Internal data, 2025



# Lenor

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# Next-level laundry solutions

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## KEY BRANDS

**Persil**  
**Comfort**

Unilever is one of the UK's leading laundry and homecare manufacturers and has recently unveiled innovation from Persil and Comfort to cater for UK consumers' evolving laundry care needs.

### 15-minute revolution

"With 68% of consumers now using a short wash cycle once a week<sup>1</sup>, there is growing demand for effective products in this space," says Nathan Palmer, marketing director laundry UK & Ireland at Unilever. "Persil Wonder Wash is leading the way in delivering this for shoppers."

Since its launch in April last year, Persil Wonder Wash has achieved 9% household penetration in the UK<sup>2</sup>, with more than one-third (40%) of those who have tried the range already making a repeat purchase<sup>3</sup>. This year, the UK's No.1 fabric detergent brand, Persil<sup>4</sup>, expanded its Wonder Wash range with the launch of Persil Wonder Wash Dazzling White and Persil Wonder Wash Sensitive Non Bio.

"These new variants deliver powerful cleaning, even in 15 minutes, while catering to two common shopper concerns within laundry – brighter whites and sensitive skin. Persil Wonder Wash contains patented and patent-pending technologies and encompasses cutting-edge Pro-S Technology, developed with robotics and AI for outstanding performance even in a 15-minute cycle," adds Palmer.

### Sensitive regimes

"Our research predicts that products that are gentle next to sensitive skin will drive the laundry category over the next five years," he comments. "Persil and the new Comfort Pure Heaven Scent collection is Unilever's first-ever full laundry range designed to be gentle next to sensitive skin without compromising on fragrance. This new collection means consumers can build a sensitive laundry regime with a wide range of benefits to suit their needs."

To drive awareness of



**“With 68% of consumers now using a short wash cycle once a week<sup>1</sup>, there is growing demand for effective products in this space. Persil Wonder Wash is leading the way in delivering this for shoppers”**

the launch, Pure Heaven Scent has been fronted by one of the UK's most successful influencers, Molly-Mae Hague. Palmer notes: "As a mother with sensitive skin who values fragrance in her home and laundry, Molly-Mae is the perfect ambassador to share this innovation, in an authentic way, at scale."

### Next-level fresh

Earlier this year, Comfort, the UK's No.1 fabric conditioner brand<sup>5</sup>, relaunched three key product ranges and expanded its Scent Booster Elixir range to offer a 'Next Level Fresh' laundry experience. The move brings improved fragrance innovation to the Comfort Core and Creations ranges – designed to deliver fragrance at all stages of the wash.

The Comfort Ultimate Care range has been transformed into Comfort Fresh & Protect, providing improved fabric care performance with more pro-fibre technology. To complement this, the Comfort Scent Booster Elixir

range has introduced three new fragrances – Blue Skies, Sunshiny Days and Tropical Lily. "These match the Comfort Core fabric conditioner range, affording retailers an opportunity to drive incremental sales with these complementary products," says Palmer.

## Source

<sup>1</sup> Toluna H&A Study 2022/23  
<sup>2</sup> Kantar, Persil Wonder Wash™, Total stores, L52W to 18.05.25

<sup>3</sup> Kantar, Persil Wonder Wash™, Total stores, L52W to 18.05.25

<sup>4</sup> Nielsen, Fabric Cleaning Main Wash, biggest brand by Value Share, L52W to 02.11.24

<sup>5</sup> Kantar, Comfort, Total Rinse Conditioner, L52W to 18.05.25



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# Creating a category revolution

## DETAILS

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## KEY CONTACTS

**Monique Rossi**  
General Manager,  
Deodorants, Unilever UKI

## KEY BRANDS

Sure  
Lynx  
Dove

Unilever is the UK's No.1 deodorant manufacturer<sup>1</sup>, and earlier this year expanded its deodorant business with the launch of new whole body collections for Sure and Lynx.

### A deodorant game-changer

"The launch of our whole body deodorants is a game-changer for the personal care sector," states Monique Rossi, general manager, deodorants, Unilever UKI. "The chance to transform the growth trajectory of an entire category doesn't come along often. Whole body deodorant is a major incremental opportunity, and we've been collaborating with retailers to help achieve maximum launch impact."

The launch taps into the rapidly rising demand for whole body products, notes Rossi. Global Google searches for 'whole-body deodorants' are up +1,000%, with one in three UK adults already using a deodorant on body parts besides underarms<sup>2</sup>. "With only 1% of body sweat coming from underarms, odour is not limited to armpits and shoppers are calling out for products that deliver malodour protection for different parts of the body," she says.

### Exclusive technology

The launch is the latest move in Unilever's premiumisation strategy, focused on delivering growth for its power brands – Sure, Lynx and Dove. "The innovation is backed by Unilever's leading R&D deodorant capabilities, with the products utilising exclusive technology that is effective on multiple areas of the body," explains Rossi.

Sure Whole Body Deodorants contain Odour Adapt Technology™, developed exclusively for Unilever, offering total body malodour protection. Available in two male and female scents, the Sure formula uses versatile ingredients that adapt to the different odours across the body. The products trap odour and neutralise malodour-causing bacteria at source, so that shoppers only smell the fresh fragrance of the product.

Available in two scents, the Lynx Lower Body collection offers 72-hour freshness and uses Unilever's exclusive technology to neutralise odour.



“The chance to transform the growth trajectory of an entire category doesn't come along often”

Both Sure and Lynx products are gentle on the skin, alcohol free and accredited by the British Skin Foundation.

### Retailer collaboration

"As a new category, we know that significant investment is needed to build awareness at scale and encourage shoppers to add these products to their personal care regimes," explains Rossi. "So, we have backed the launch of Sure and Lynx whole body deodorants with a £12.5m investment including a substantial ATL and in-store campaign."

"Landing this breakthrough innovation will take a best-in-class approach to ranging, merchandising and shopper marketing. We've worked hard with our retail partners to create new space for whole body products along the personal care aisle, and have been encouraged by their level of support."

Initial sales have been positive with Tesco reporting strong incrementality to the deodorant category of +56%<sup>3</sup>.

Whole body deodorant is shaping up to be the most significant incremental growth opportunity the personal care category has seen in years, with more exciting innovation in the year ahead."



## Source

- <sup>1</sup> Kantar Worldpanel Online, 52 w/e 18.02.24
- <sup>2</sup> Consumer research, n=1000, M&F 21-55, UK, Q4 2023
- <sup>3</sup> Dunnhumby data, latest 14w since week 49



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\*Kantar Worldpanel Online, 52 w/e data to 18 Feb 2024

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