

# The Grocer

**Focus On: Hygiene**

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## **The Story**

The pandemic sparked a hygiene craze like no other, with sales of bleach, disinfectant, hand sanitiser and the like booming. Meanwhile, suppliers rushed to launch products that would tackle the virus. Now, as the UK faces an end to all Covid restrictions and inflation bites for many households, what does the future hold for the hygiene category? Will Brits switch from brands to own-label? Par back their ranges of products? Or abandon hygienic habits altogether?

## **Key themes**

**The roundup:** after the cleaning frenzy of the past two years, which sectors, brands and products are in the best and worst positions?

**The outlook:** what are retailers and brands expecting for the category in the coming year? How are they preparing in terms of ranging, promotions and innovation?

**Sustainability:** how important is it in hygiene? Are eco-friendly lines the best bet to retaining value? What areas of sustainability are receiving most attention? Is it plastic? Chemical-free? Other?

**Innovations:** Profile of four new products or ranges. We need launch date, rsp, and a hi-res picture of each.