

The Grocer

Focus On: Household: Cleaning

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Laundry's having a moment. In homecare, the fastest growing sector is garment care. Fabric conditioner is in growth, too – and Brits have spent more on laundry detergent. What's driving these performances?

- What's behind the surge in garment care sales?
- Which brands are benefiting – and which are innovating in this area?
- How are fabric conditioners adding value and volumes?
- Who are the stars of laundry detergent – and why?
- How big a threat to brands is own label?
- What do consumers want most from laundry products? And what do they not want?

Other Cleaners

- How are they performing – and why? Which are the standout players?
- What are the biggest drivers of sales? Is it efficacy? Fragrance? Sustainability? Value? Novelty? How important are each of these factors to shoppers?
- Who are the most innovative brands and suppliers?
- How are brands tackling challenges of own label alternatives?
- And how are they addressing inflationary pressures?

Innovations

- We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.