The Grocer

Focus On: Household & Paper Products

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Intro: Innovation is rife in household and paper products. From toilet tissue specially designed to protect intimate skin, to probiotic cleaning sprays, R&D teams have launched a slew of science-backed launches of late. So, which products have staying power?

Innovation: Standout launches

- Which launches have had the biggest impact?
- How much investment has gone into their development?
- To what extent does the science hold up?
- How are suppliers communicating enhanced benefits to consumers?

Sustainability: Refills & paper packs

- Which suppliers are focusing their attention on refills?
- Which are adding paper packs?
- How are these lines performing compared to traditional formats?

Dish washing: Hand vs machine

- How are people choosing to wash their dishes, and why?
- Which brands are cashing in on a behavioural shift?
- How are own label lines faring in comparison to brands?

Marketing: Standout campaigns

- How are brands communicating their myriad benefits, from efficacy to fragrance?
- Which campaigns have had the most impact?
- Which suppliers are redesigning their products to broaden their reach?

Brand spotlight: We will profile one startup/challenger brand making an impact in the category. Please provide strong hi res images.

Innovations: We will profile three new products or ranges. We need launch date, rsp, and a hi-res picture of each.