

FOCUS ON

Household & Laundry

Web App Guides In Store In Depot

HOUSEHOLD BRANDS

CLEAR VALUE



¹Finish brand is #1 global value sales in Automatic Dish Washing category (source: NielsenIQ RMS data). ²vs Finish Power



Insect Killer/Repellents are up **+12.6%** in value.¹



Laundry liquids are up **+9.0%** in value.¹



Scent Boosters are up **+7.8%** in value.²

1. Smartview Convenience, Symbols & Independents, Household & Laundry Value Sales MAT to 14.06.2026
2. Nielsen – Fabric Enhancers – GB Total Coverage & Total Impulse – Value Sales – MAT 24.01.2026; Total Impulse

We flex so you
don't have to.

A POWERFUL ADDITION TO YOUR HOUSEHOLD RANGE



Tough on clogs.



Kind on pipes.



A leading brand in
a high frequency
household need



Drives basket
incrementality
across missions



Strong price
architecture
and PMP



High velocity
SKU with broad
consumer appeal



**TRUSTED HOUSEHOLD BRANDS.
STRONG RETAIL OPPORTUNITIES.**

Recognisable solutions for
everyday household needs
from SC Johnson.

scJohnson
A family company
at work for a better world

**WHEN BUGS
INVADE
USE**
Raid



**A RECOGNISED BRAND
FOR A KEY SEASONAL CATEGORY**

*When used as directed. Applies to hair and soap scum clogs
vs. leading liquid drain cleaners.
Raid is a registered trademark of SC Johnson & Son, Inc.
Always read the label and follow the safety instructions.



**#1
BRAND***



Peaks in demand
through key
seasonal periods



Essential for
every home



Encourages
repeat purchase
and brand loyalty

**HELP YOUR CUSTOMERS
SOLVE IT FAST.
GET MORE FROM EVERY SHOP.**



Everyday
problems,
trusted
solutions



Strong brand
equity shoppers
know and trust



Adds value
to your
household aisle



Stock smart.
Sell through.
Maximise space.

FOCUS ON

Household & Laundry

 Web
  App
  Guides
  In Store
  In Depot

Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for independent retailers. Each guide contains expert category insight and practical actions to help you make the most of opportunities in store and meet the needs of your customers.

In this edition, we focus on Household & Laundry. We highlight what is growing, how shoppers make decisions in store and the key products and formats to prioritise. Use this guide to build a clear, easy-to-shop range that covers everyday cleaning, laundry care and urgent household needs.

All Focus On guides are available on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
 Category Coordinator, Plan for Profit

DEDICATED TO THE INDEPENDENT RETAILER



Visit us & boost your profits today!

www.planforprofit.co.uk
 @PlanForProfitRetail
 @Plan_for_Profit

Also available on the App Store/Google Play



View focus on guides here



CATEGORY BREAKDOWN

Household & Laundry is a regular top-up mission.

Shoppers use this fixture for everyday jobs: washing clothes, washing up, quick cleaning, freshening the home or car and fixing urgent cleaning problems.



£122m
 Category Value

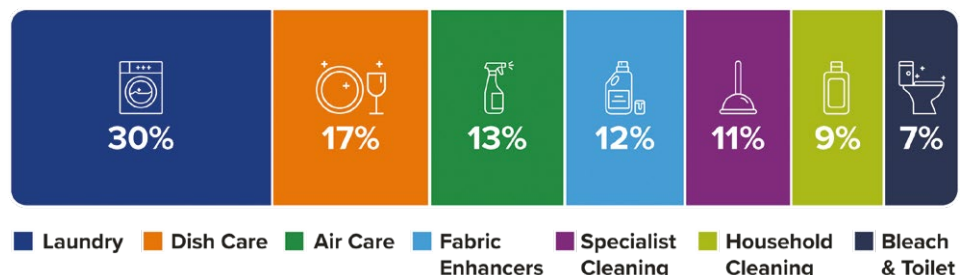


52m
 Units sold



Where the value sits

Laundry and Dish Care account for **47%** of category value, making them the biggest everyday missions to protect.



MAKE HOUSEHOLD CLEANING EASY TO SHOP

Shoppers enter with a cleaning job in mind, help them find the right solution quickly

What's growing?

Multi-surface cleaners are one of the strongest household growth areas in **Symbols and Independents**.



PLAN FOR
PROFIT
TIP

Give everyday multi-surface sprays and wipes clear space and visibility. Prioritise proven core products before adding similar specialist variants.



How Shoppers Choose²



JOB

Kitchen, bathroom, floor or a specific problem.



BRAND

Recognisable brands help shoppers find the right section.



BENEFIT

Anti-bacterial, degreasing, limescale removal, fragrance of general cleaning.



FORMAT

Spray, liquid or wipes.

PLAN FOR
PROFIT
TIP

Group by task, keep brands together and place the right formats side by side.

Provide Problem-Solvers

These products are bought less often but become essential when a problem occurs.



Blocked Drains

Clear and unblock



Mould and Mildew

Remove and prevent



Limescale

Tackle build-up



Carpet Stains

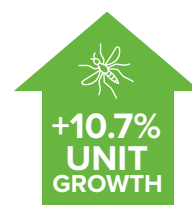
Remove tough marks



Insects

Protect and control

Insect Killer/Repellent



Symbols and Independents³

Make The Fixture Easy To Navigate



Group By Task

Group kitchen, bathroom, floors and surface together. Keep specialist products in one clear section.



Block By Brand

Keep leading brands together within each task to help shoppers find what they trust.



Cover The Problem

Make drain, mould, limescale, stains and insect products easy to identify. Don't forget urgent needs.

1. SmartView Convenience, Symbols & Independents, Multi-Surface Cleaner, Value & Unit Sales, MAT 14.06.2026 vs YA

2. Supplier Manufacturer Data, Household Cleaning Shopper Decision Tree

3. SmartView Convenience, Symbols & Independents, Insects, Value & Unit Sales, MAT 14.06.2026 vs YA

FOLLOW THE SHIFT IN LAUNDRY

Focus on growing formats and needs

What is changing?

Symbols & Independents

Laundry Liquid value sales are up **+9.0%**¹



No.1 liquid brand Surf

+8.3% vs last year.¹



Laundry Powder value sales are down **-15.8%**¹

How Shoppers Choose³

FORMAT

Liquid, capsules powder or gel.



BRAND

Laundry is highly brand-led. The top 5 brands account for **77%** of total market sales.³



BIO OR NON-BIO

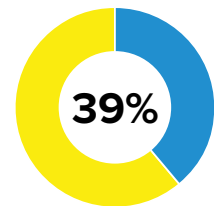
Non-Bio accounts for **39%** of Total Market Laundry value.³



SCENT & PACK SIZE

Shoppers then choose the fragrance, product benefit and size that suits their household.

Opportunity: Sensitive Shoppers



39% of Total Market Laundry value is Non-Bio.³

Non-Bio underperforms in Impulse by **11%**.³

Fairy and Persil together account for **73%** of Non-Bio sales.³



PLAN FOR
PROFIT
TIP

BUILD A STRONG LAUNDRY RANGE



GIVE LIQUIDS MORE SPACE

Follow growth while retaining one core Powder.



PROTECT LEADING BRANDS

Prioritise proven brands before adding extra variants.

BIO

+

NON-BIO

COVER BIO AND NON-BIO

Make Sensitive Skin options easy to find.



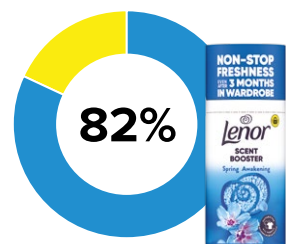
ADD THE FULL ROUTINE

Merchandise Detergent, Conditioner and Scent Boosters together.

Opportunity: Scent Boosters



Scent Boosters are the only Fabric Enhancer segment growing in the channel, up **+7.8%** in value sales.³



Lenor and Fairy account for **82%** of scent booster sales; Lenor alone accounts for **60%**.³

1. Smartview Convenience, Symbols & Independents, Laundry Value Sales, MAT to 14.06.2026

2. Supplier Manufacturer Data – Laundry Shopper Decision Tree

3. Nielsen – Fabric Clean and Fabric Enhancers – GB Total Market, Total Coverage & Total Impulse – Value Sales – MAT: 24.01.2026

TURN INSIGHT INTO A STRONGER FIXTURE

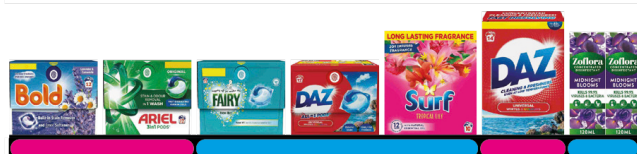
Use the Plan for Profit planogram to cover the biggest shopper needs, make products easy to find and encourage additional purchases.

1m x 5 Shelf

Air Care & Laundry



Laundry



Dish Care & Household Clean



Bathroom & Specialist Clean



Wraps & Bags



Core Range

Extended Range

HOW SHOPPERS NAVIGATE THE FIXTURE



Household: Job → Brand → Benefit → Format



Laundry: Format → Brand → Bio/Non-Bio → Scent

3 WAYS TO IMPROVE THE FIXTURE

1

Group by shopper need

Create clear sections for Laundry, Dish Care, Cleaning, Toilets, Specialist Cleaning and Air Care.

2

Merchandise Laundry by format

Group Liquids, Capsules and Powders. Make Bio and Non-Bio easy to spot.

3

Build complete routines

Place linked products together:

Wash → Soften → Boost;
Bleach → Toilet Cleaner → Rim Block

FLEX THE RANGE THROUGH THE YEAR



Spring & Summer

Increase visibility of Insect Control, Outdoor Cleaning and Air Fresheners.

Autumn & Winter



Highlight Mould, Drain and Limescale products.

Secondary Siting

Trial products near the till, while keeping a core choice in the main fixture.

HOUSEHOLD & LAUNDRY BESTSELLERS

Household



Fairy Liquid
Original
320ml



Domestos Bleach
Original
750ml



Zoflora
Assortment
56ml



Febreze
Air Freshener
Cotton Fresh
185ml



Flash
All Purpose Lemon
1ltr

Laundry



Daz
All In 1 Pods
12's



Fairy
Non Bio Pods
12's



Surf Liquid
Tropical Lily
648ml



Surf Powder
Tropical Lily
500g



Comfort Concentrate
Blue Skies
930ml

SmartView Convenience Value Sales, 14 June 2026. Selected to avoid duplication and represent key categories.

**No1
IN THE
UK****

CLEAN & FRESH WITH EVERY FLUSH

FOR UP TO 30 DAYS

*Source: Circana All Outlets UK, Toilet Care category
excluding Bleach value sales for 52 w/e 9th June 2024.

LOCAL LIVING

The everyday essentials range

Strong margin, strong performance,
Local Living wipes.

**NEW
LAUNCH**



£1

**PLASTIC
FREE**

58% of shoppers are very value led. Our Own Brand gives independent retailers a product that meets this demand.

Lumina Intelligence, Shopper Insights 2024