

# Hygiene and Freshness Beyond Detergents in 2025 - 2026

The annual trend report comparing  
consumer drivers and product leaders in the  
US & UK Laundry Care Markets

The collage features several laundry care products:

- Lysol Disinfectant:** A large white jug labeled "Lysol LAUNDRY SANITIZER FREE & CLEAR" with a red starburst stating "KILLS 99.9% OF BACTERIA". A smaller Lysol logo is also present.
- Tide Detergent:** An orange spray bottle labeled "Tide ANTIBACTERIAL FABRIC S...".
- Comfort Fabric Softener:** A white jug labeled "Comfort pure" and "XXL MEGA PACK 160W".
- Febreze:** A circular logo for the brand.
- Another Comfort product:** A smaller bottle labeled "Comfort ULTRA FRESH & protect".

At the bottom, there are two rating bars:

- A bar with 4.5 stars (4 full yellow stars and 1 half star).
- A bar with 5.0 stars (5 full yellow stars).

# Understanding the Laundry Sanitization Market: A Cross-Atlantic Comparison

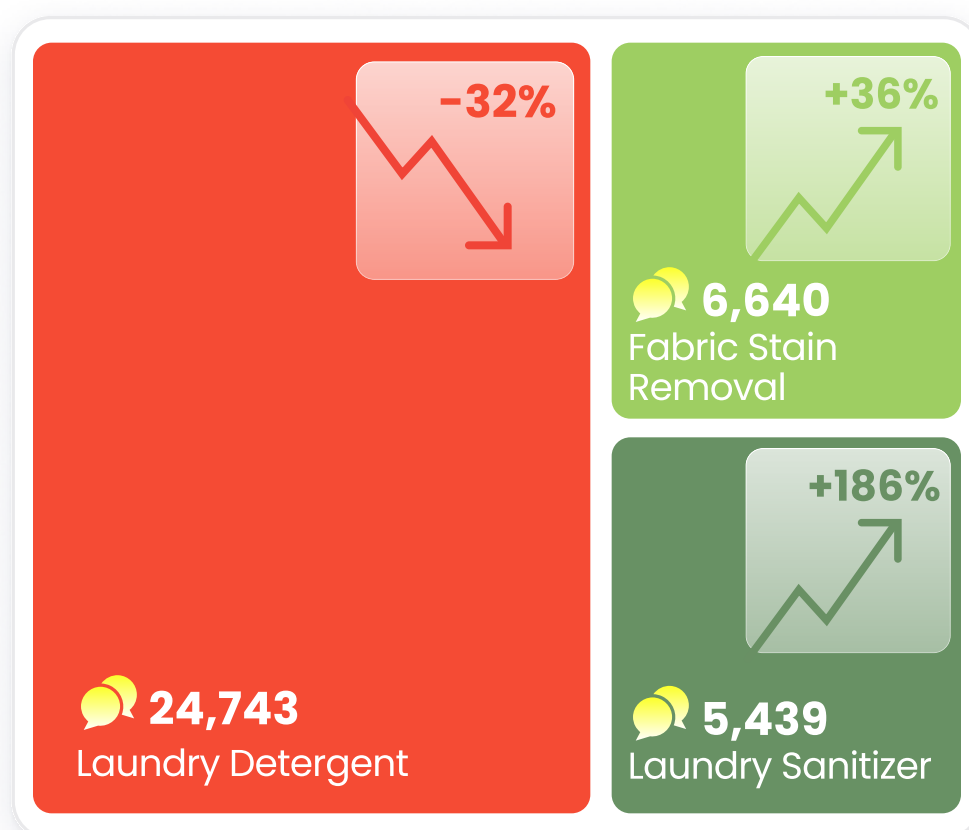
Laundry sanitization is one of the fastest-rising parts of laundry care in both the UK and US, as consumers increasingly expect **hygiene and freshness beyond standard detergent**. To understand how this growth is taking shape, we analyzed over **25,000 consumer reviews across the US and UK markets**, spanning major online marketplaces, over the period between **December 2024 to November 30, 2025**.

To decode how the category is evolving we delved into key JTBs (Jobs To Be Done):

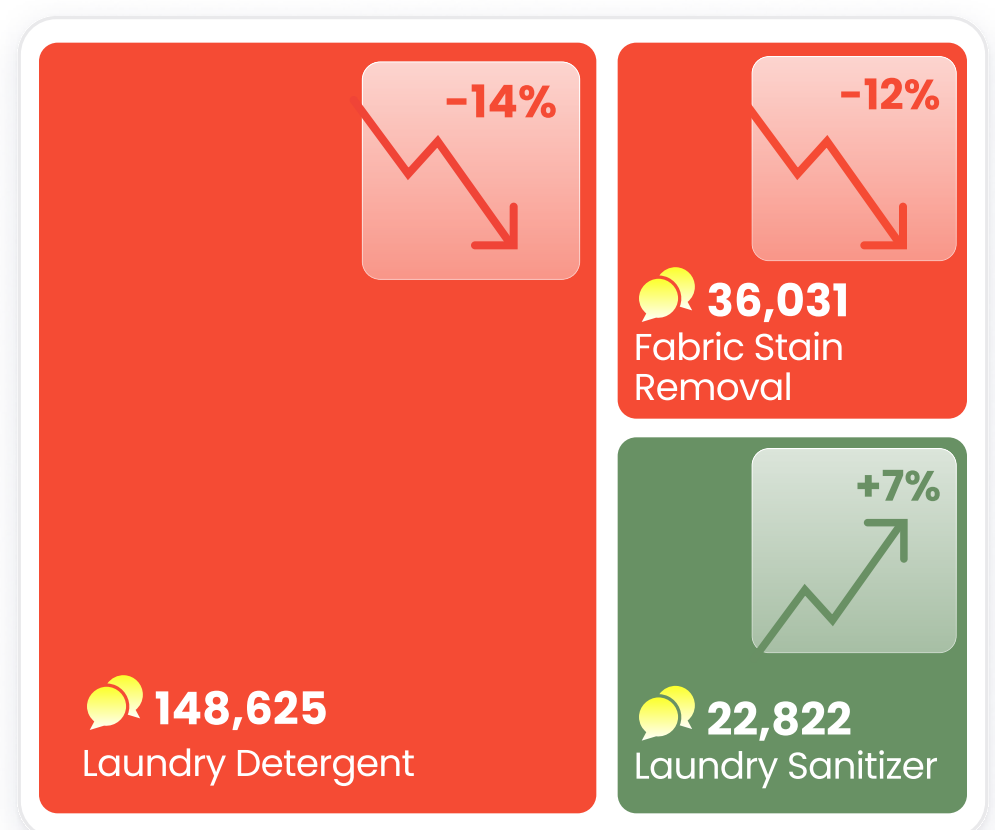
- **Scent-Focused**
- **Germ-free/Antibacterial**
- **Fabric Care/Softening**
- **Specialized Finishing Aids**

This lens reveals two distinct market paths. The **UK remains sensory-led**, with roughly 80% of products anchored in fragrance and/or softness, with sanitization typically positioned as an added reassurance rather than the core promise. In contrast, the **US is hygiene first**, with approximately 27% of products leading with germ-free or antibacterial claims, compared with roughly 12% in the UK, highlighting a much larger “proof-of-clean” foundation built around sanitization, odor elimination, and clinical efficacy.

## UK Laundry Market



## US Laundry Market



# Market Categories Explained And Defined

## Scent-Focused

### In-Wash Scent Booster

Comfort Botanical Scent Booster



Downy Unstoppables In-Wash Scent Booster



### Carpet & Upholstery Freshener

Astonish Fabric Refresher Spray for Freshening Clothes



### Fabric Refresher Spray

OdoBan Original Eucalyptus Scent Disinfectant Fabric



### General Deodorizer

Febreze Odor-Fighting Fabric Refresher with Gain



## Fabric Care/Softening

### Liquid Conditioner/Softener

Comfort Ultra Fresh & Protect Fresh Sky Fabric Conditioners



### Liquid Conditioner/Softener

Gain Dryer Sheets Plus Odor Defense, Super Fresh Blast Scent



## Germ-free/Antibacterial

### Disinfectant Spray

Tide Antibacterial Fabric Spray



### Disinfectant Spray

Fabulosa, Antibacterial



### Laundry Cleanser

Dettol Laundry Sanitiser Antibacterial Liquid Additive Sensitive



### Laundry Cleanser

Lysol Tough Odor Eliminator Laundry Sanitizer



## Specialized Finishing Aids

### Wrinkle/Crease Releaser

Downy Wrinkle Releaser Spray



Downy Wrinkle Releaser Spray All In One Wrinkle Release Spray



### Ironing Aid

Comfort Vaporesse Fresh Sky Ironing Water



### Dryer/Conditioner Sheets

Gain Dryer Sheets Plus Odor Defense, Super Fresh Blast Scent



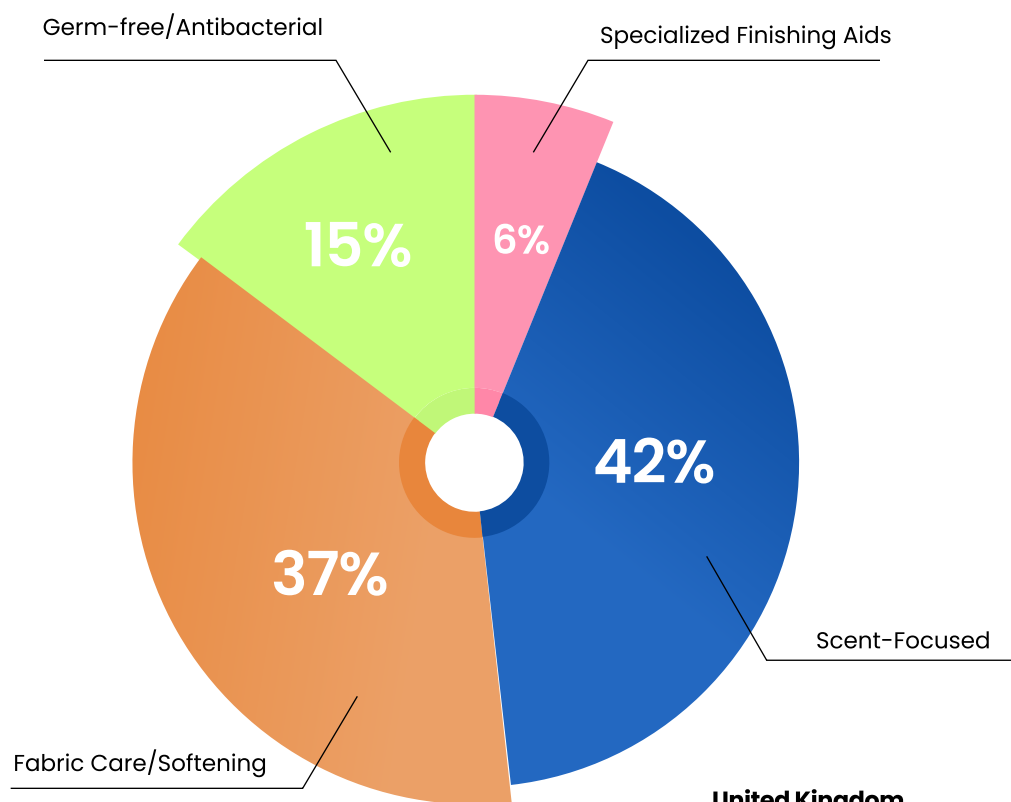
# UK: The Pursuit of Pleasantness

The UK laundry market is **sensory-led**, with fragrance and fabric feel shaping both conversation and choice. **Fragrance-related topics dominate** discussion, with UK consumers placing consistently greater emphasis on smell, fragrance-likability, fragrance-type, and long-lasting scent than their US counterparts. This attention is also more positive, with higher fragrance satisfaction in the UK, signaling strong emotional engagement when scent expectations are met.

This mindset is reflected in category structure. **In-Wash Scent Boosters** represent the core growth engine of the fragrance segment, led by brands **Comfort** and **Lenor**, which have successfully positioned fragrance longevity and fabric conditioning as central brand equities rather than add-ons.

Beyond the wash, fragrance extends into the wider home through **Refresher Sprays and Carpet Fresheners**, creating a secondary layer of engagement. Brands such as **Febreze** and **Astonish** are most prominent here, reinforcing freshness as part of everyday home care rituals.

## Distribution of products in laundry sanitization

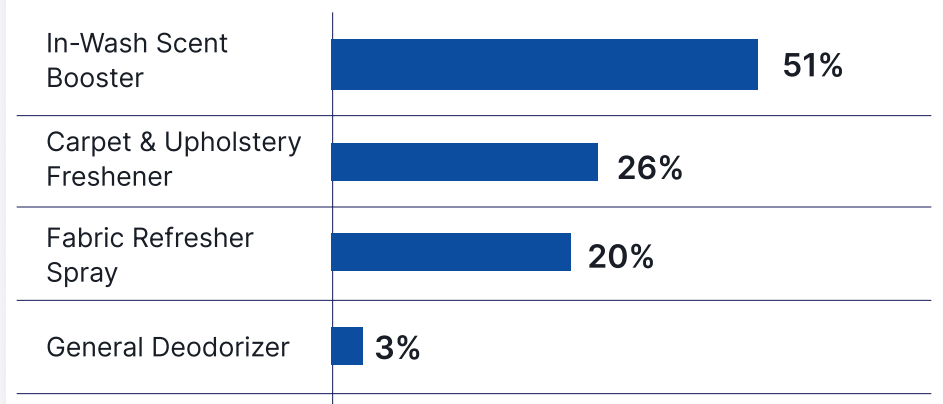


**United Kingdom**  
~80% of products are primarily 'Scent-Focused' or 'Fabric Care/Softening'.

👃 5,439    ❤️ 89%    ★ 4.57

## In-Wash Scent Boosters are the Driving Force in the scent focused Segment

% of SKU's in In-Wash Scent Boosters



### Leaders in the high-volume 'In-Wash Booster' format.



👃 2,193    ❤️ 86%    ★ 4.54



👃 164    ❤️ 92%    ★ 4.76

### Prominent in 'Refresher Spray' and 'Carpet' sub-segments



👃 202    ❤️ 83%    ★ 4.36

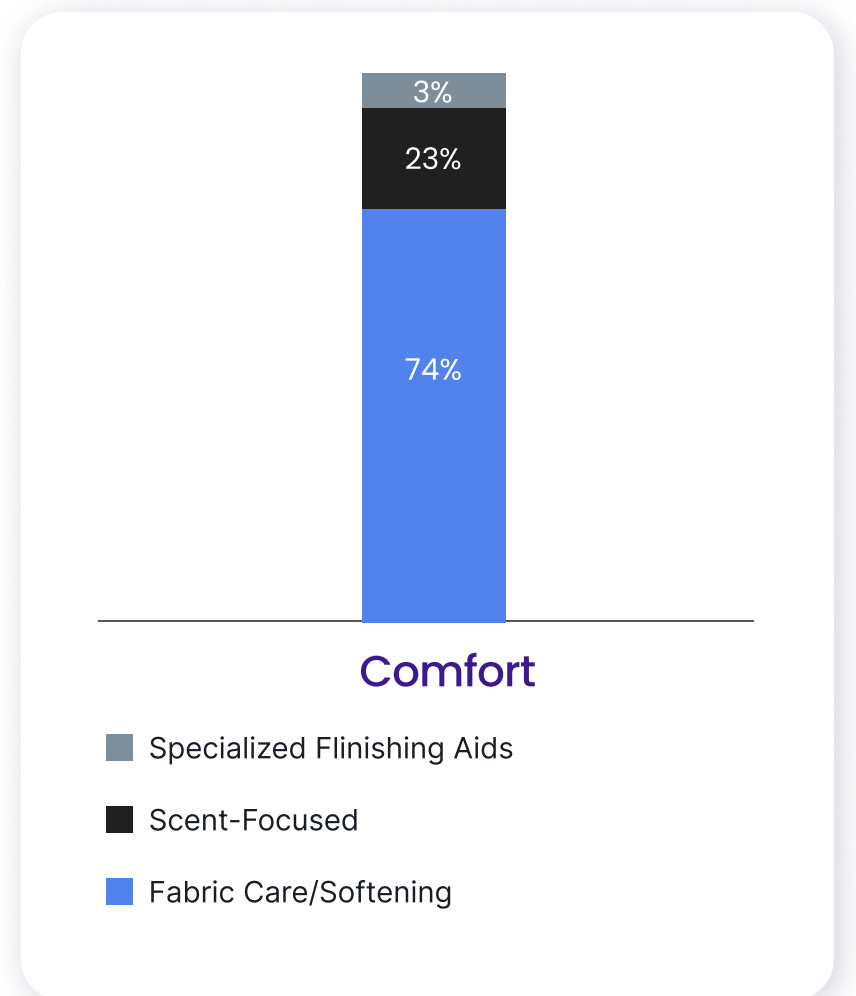
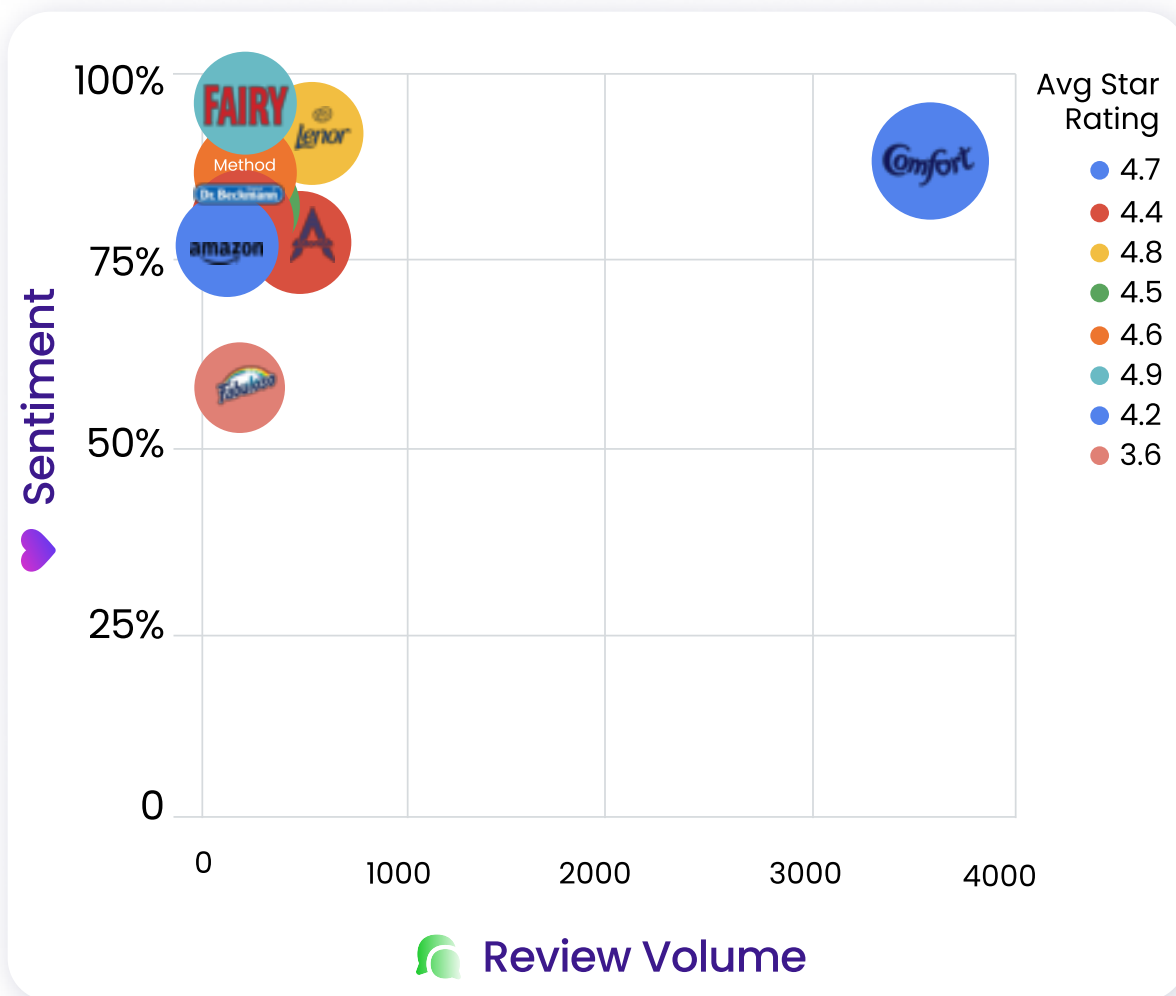


👃 328    ❤️ 78%    ★ 4.36

# The UK's Scent-Driven Market is Commanded by a Single Player: Comfort

Comfort establishes itself as the dominant leader in the UK market by perfectly aligning its product strategy with the unique preferences of British consumers. Specifically, their obsession with fragrance longevity, fabric softness, and product versatility. Comfort accounts for a massive portion of the volume, offering a far wider range of product types than any other competitor.

The UK market is overwhelmingly dominated by the **Comfort Brand**.



## Top 5 laundry sanitization SKUs in the UK

Comfort Fresh Scent Booster Blue Skies 460ml



417 93% 4.73

Comfort Fresh Scent Booster Blue Skies 736ml



404 95% 4.83

Comfort Pure Sensitive Fabric Conditioner dermatologically tested gentle next to sensitive skin 160 washes (4.8 L)



167 94% 4.77

Comfort Pure Scent Booster Heaven Scent 736ml



166 93% 4.77

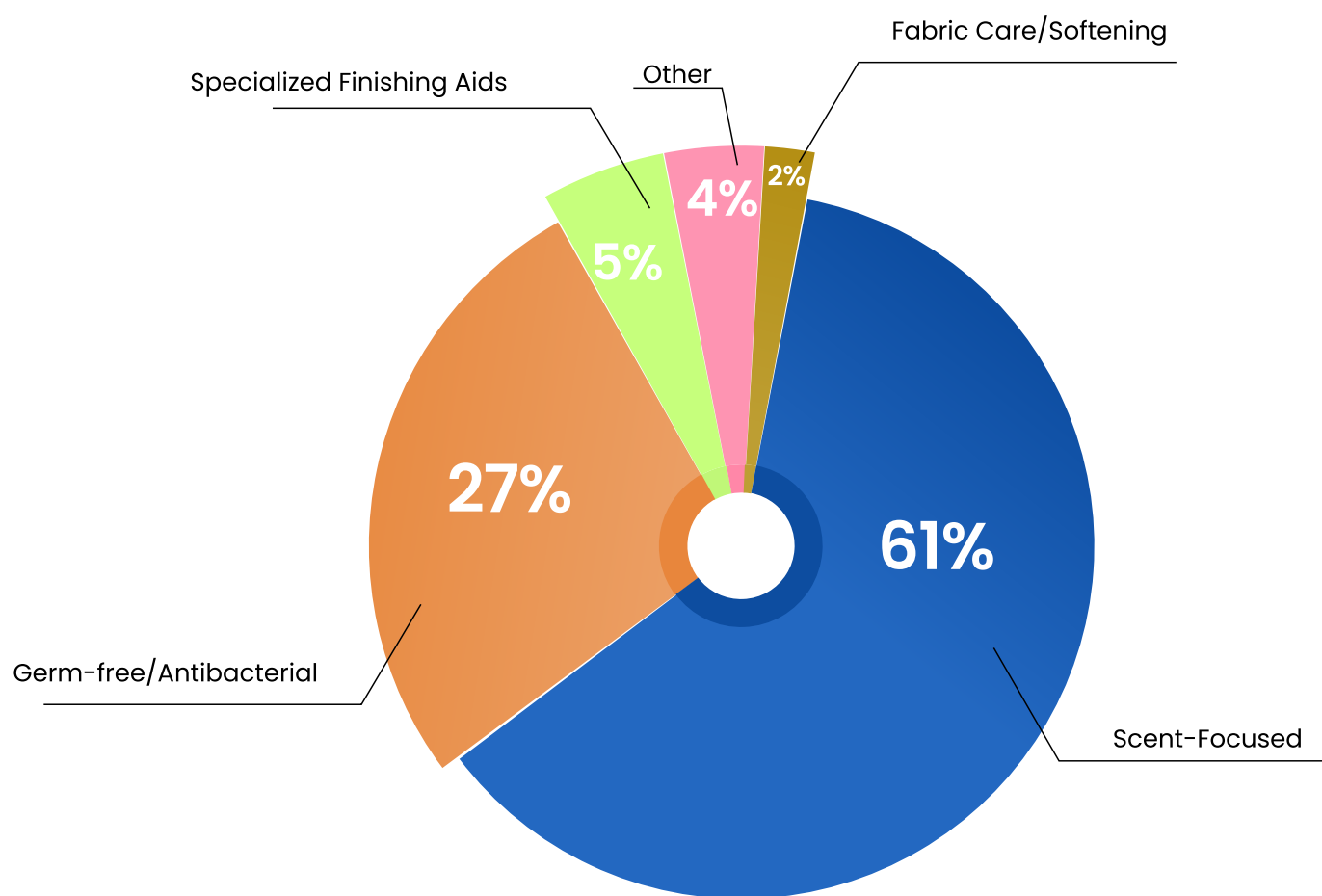
# US Laundry: Fragrance Matters, But Hygiene Wins

In the US laundry market, fragrance plays an important role, but it operates largely as a **supporting cue**, rather than the primary decision driver. Scent-focused products account for a meaningful share of discussion, with in-wash scent boosters leading the fragrance segment and capturing just over half of fragrance-related volume. However, fragrance satisfaction remains mixed, particularly around intensity, reinforcing that scent alone is not enough to secure trust.

What clearly outweighs fragrance is the market's emphasis on **cleanliness and sanitization**. Nearly a quarter of products are primarily positioned around germ-free or antibacterial benefits, and within this subset, **liquid laundry sanitizers dominate**, representing roughly two-thirds of antibacterial volume. Spray disinfectants play a smaller, complementary role. This structure highlights a strong consumer expectation for **visible, proven hygiene**, especially against odors and germs.

While fragrance enhances the experience, US consumers ultimately evaluate products through a **performance first lens**. High sentiment is closely tied to claims of sanitization, odor elimination, and deep cleaning rather than sensory appeal alone. Successful products therefore fuse scent with functional proof, but it is **cleanliness and antibacterial efficacy** that anchor trust, drive scale, and define category leadership.

## Distribution of products in the US Laundry sanitization market



🗨️ 22,822    ❤️ 84%    ★ 4.45

# Dominating Products in the Fragrance Category

**In-Wash Scent Boosters** dominate the fragrance category with 54% share. A critical secondary segment is emerging: **General Deodorizers command 28% of the scent-focused market**, nearly double the share of Fabric Refresher Sprays (17%) and significantly outpacing Carpet & Upholstery Fresheners (2%). This signals that US consumers view odor neutralization as a distinct functional JTB separate from simply adding pleasant scents.

Top-performing US products cluster around **functional freshness**, where scent reinforces cleanliness rather than indulgence. High-volume SKUs consistently pair **“clean” scent cues (e.g., Crisp Linen)** with **bleach-free sanitization claims**, reflecting a strong consumer preference for proven hygiene that is safe for everyday fabrics.

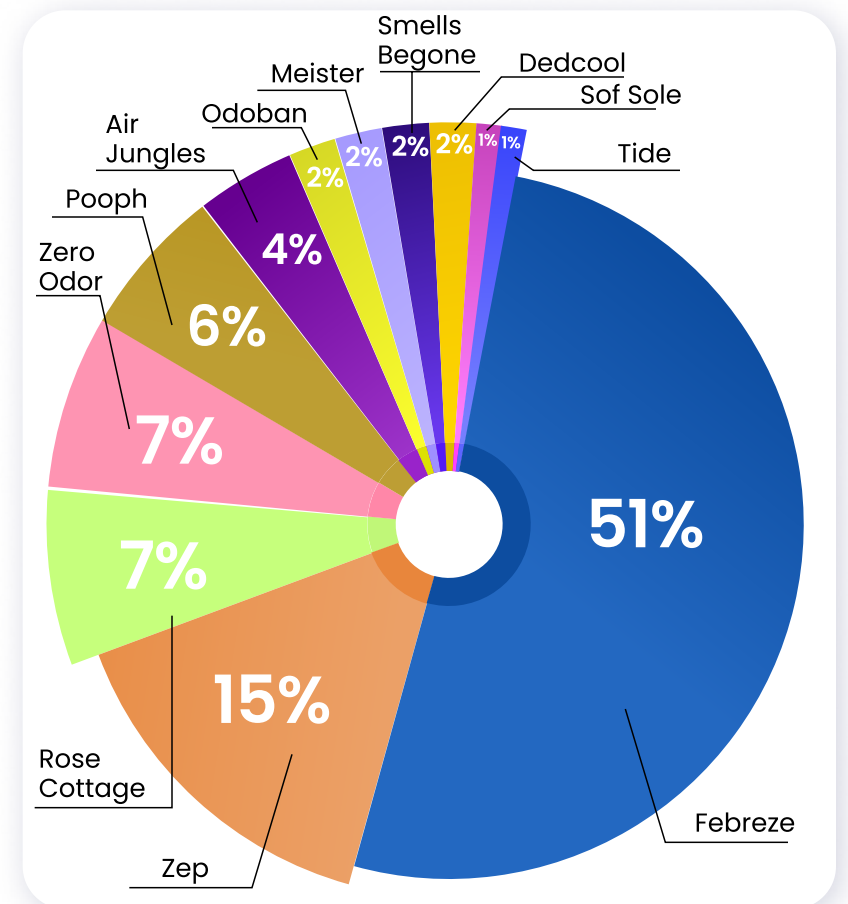
## In-Wash Scent Boosters Fragrance Segment

% of products in 'In-Wash Scent Boosters'

In-Wash Scent Booster	54%
General Deodorizer	28%
Fabric Refresher Spray	17%
Carpet & Upholstery Freshener	2%

Top 'Scent - Focused' Brands by Review Volume (US)

Downy	4705
Febreze	1953
Gain	1497
Arm & Hammer	899



## Top 5 laundry sanitization SKUs in the US

Clorox Scentiva Bleach Laundry Additive - Lavender - 81oz



861 92% 4.78

Lysol Laundry Sanitizer, Crisp Linen



610 94% 4.79

Downy Unstopables In-Wash Scent Booster



418 97% 4.81

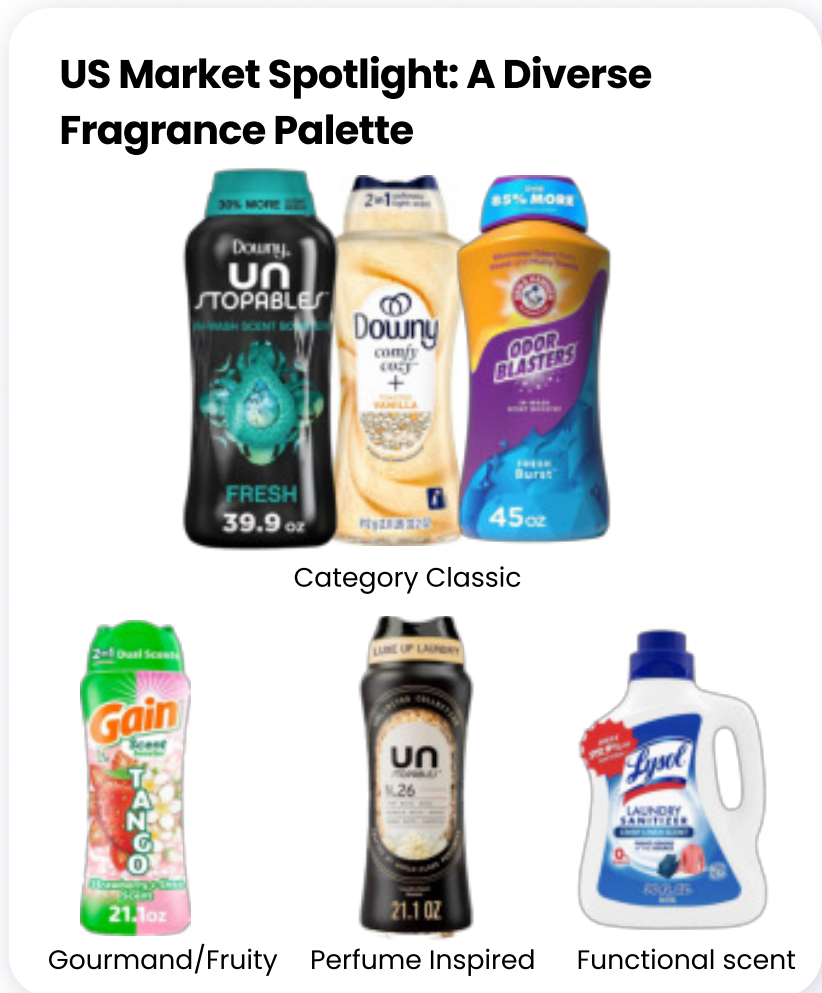
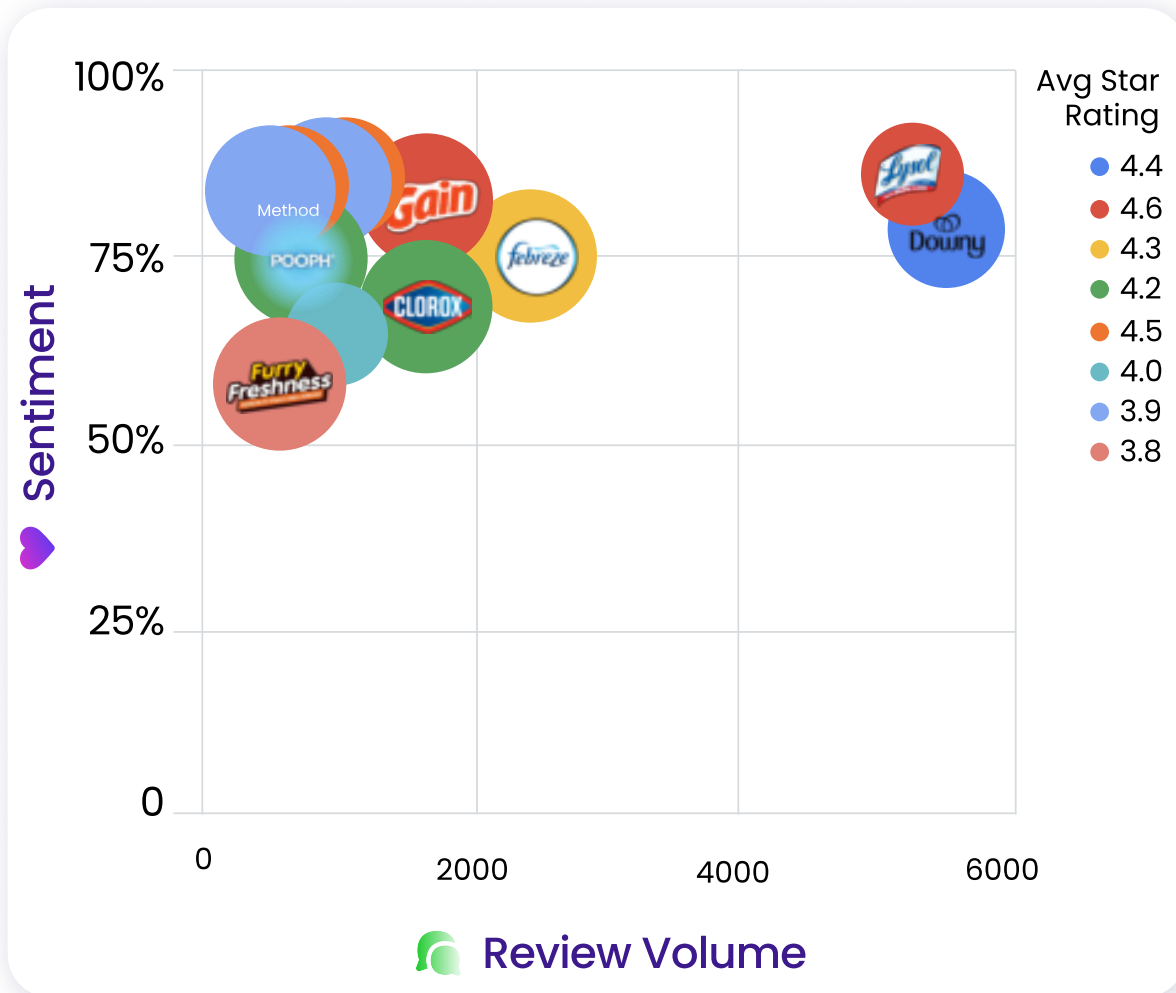
ARM & HAMMER Odor Blasters In-Wash Scent Booster



395 86% 4.45

# US Brands Win by Owning Distinct Jobs

The US market, led by Downy and Gain, displays a broader and more complex scent portfolio. Classic "Fresh" scents exist alongside sophisticated, perfume-inspired creations and a powerful fusion of scent with high-performance function.



Clorox & Lysol Hygiene & Sanitization | Downy and Gain Scent & Odor Defense | Febreze, & Odoban Specialized Odor Elimination



5,034 ❤️ 85% ★ 4.60



1,588 ❤️ 85% ★ 4.60



5,478 ❤️ 80% ★ 4.42



1,595 ❤️ 87% ★ 4.62

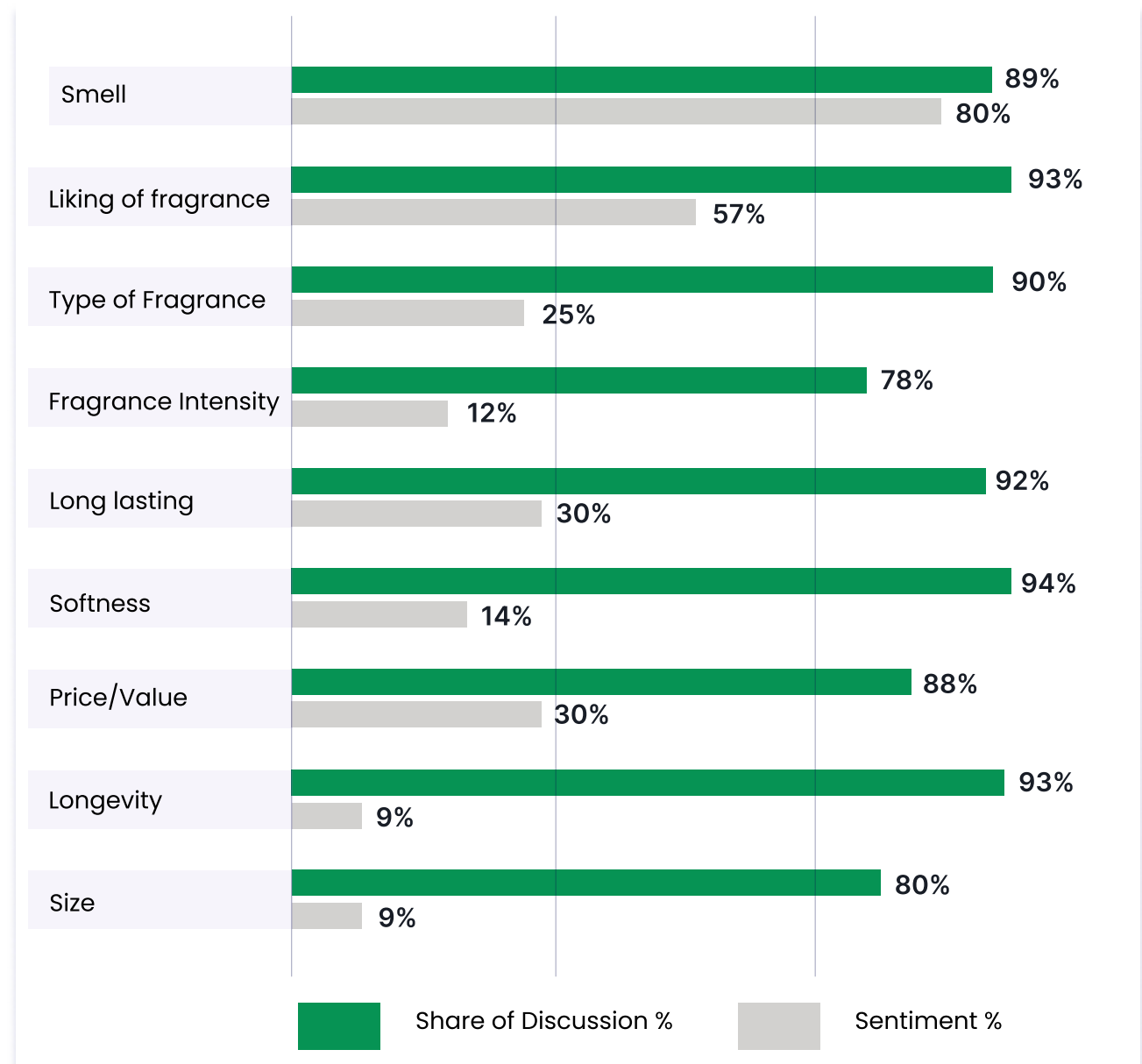


2,309 ❤️ 75% ★ 4.28



717 ❤️ 83% ★ 4.41

# Meet Your Consumers: The UK Sensory Seeker



Volume=5,439

Avg.Sentiment=89%



"How does it make my laundry feel and smell?"

## Key Priorities

### Long-Lasting Fragrance:

Discusses longevity 2x more than the US. 30% share

### Fabric Softness:

Focuses on softness 4.7x more than the US. 14% share vs. 3% share (US)

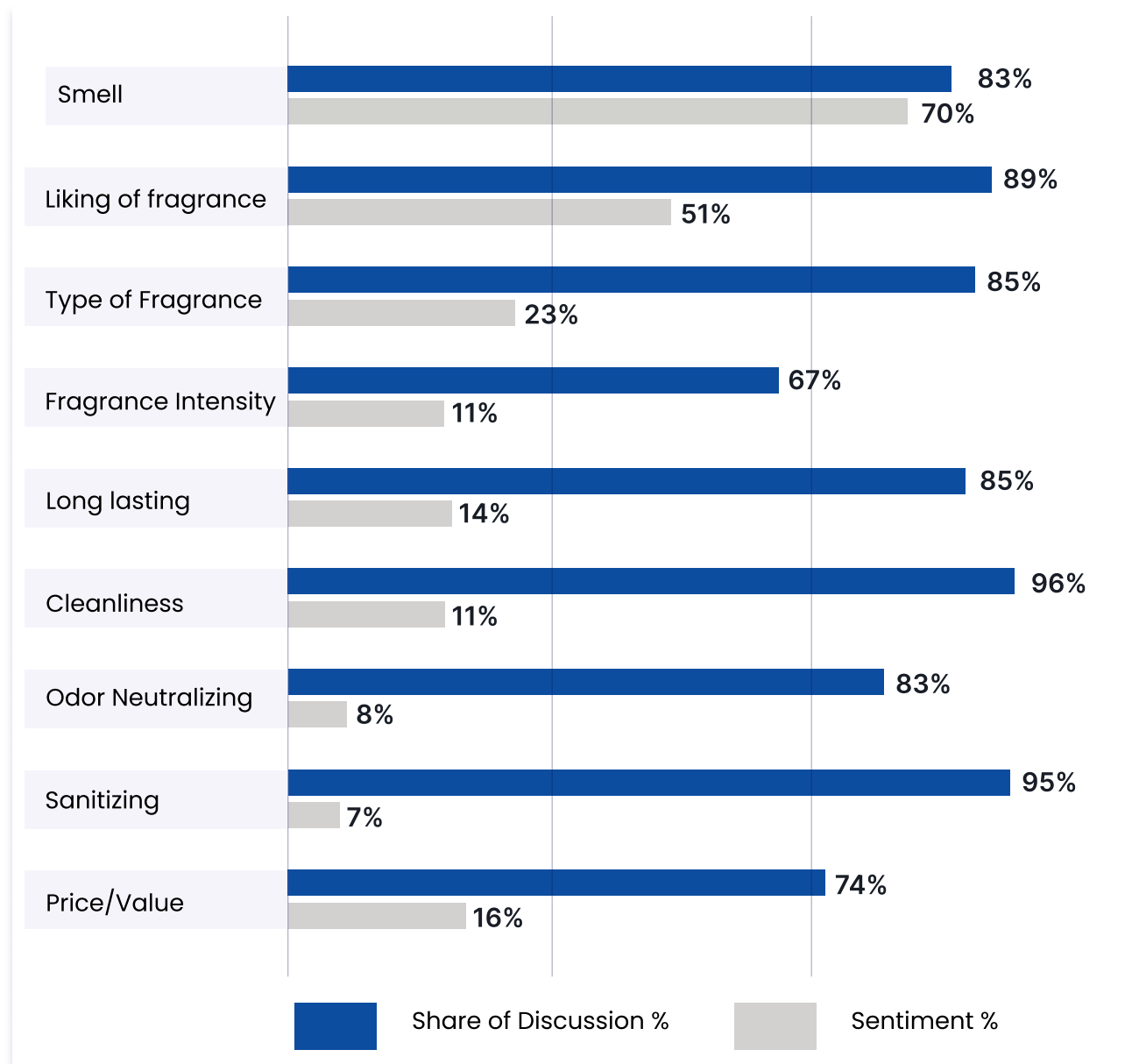
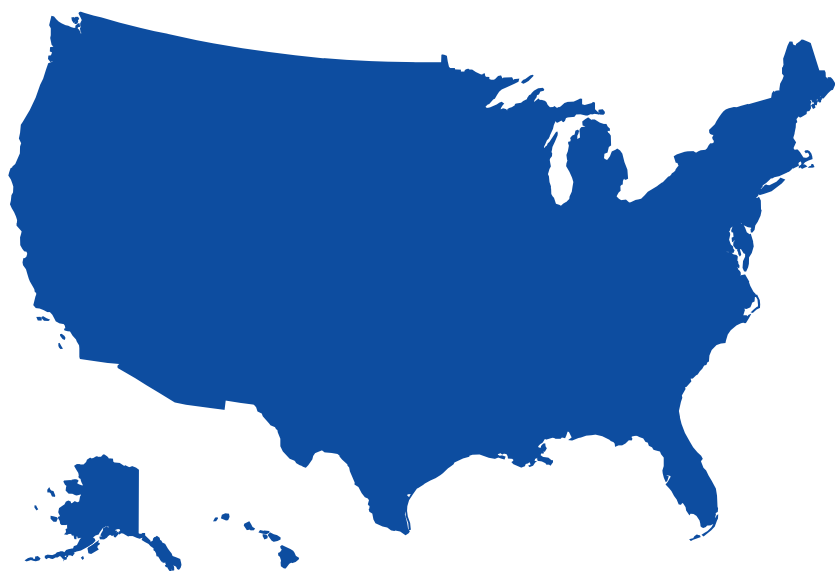
### Value for Money:

30% | 16% Twice as price sensitive as the US. vs. 16% share (US)

### Sustainability:

9% of discussion focused on environmental topics, a unique priority.

# Meet Your Consumers: The US Efficacy Expert



Volume=22,822

Avg.Sentiment=84%

**The US Efficacy Expert**



"Does it kill germs and get things truly clean?"

## Key Priorities

### Sanitizing:

A dedicated 7% discussion share, absent in the UK's top topics.

### Cleaning Power:

Discusses "Cleanliness" 2.2x more than in the UK. (11% share vs. 5% share in the UK)

### Odor Elimination:

8% share, 8x more concerned with neutralizing odors, rather than just masking them.

# Fragrance and Scent



# Sensory Obsessions and Fragrance Expectations

## The UK's Sensory Obsession

The UK market is markedly more fragrance-led, with scent forming a central part of the laundry experience rather than a secondary cue. "Smell" appears in 80% of UK discussions, as compared with 70% in the US. Enthusiasm is higher, with 93% positive sentiment toward liking fragrance vs. 89% in the US. Overall fragrance satisfaction is stronger in the UK (~89% vs. ~83%), reinforcing scent as a key emotional driver.

Longevity is the UK's defining fragrance expectation. "Long-lasting" scent accounts for 30% of UK discussion, more than 2x the US level (14%), and delivers 92% positive sentiment, indicating that enduring fragrance is both expected and successfully delivered.

## The US's Functional Fragrance Expectation

In contrast, the US frames fragrance through a functional lens. "Odor neutralizing" is discussed 8x more in the US (8% US vs. 1% UK), closely tied to sanitization and hygiene. "Sanitizing" itself holds a 7% share of US discussion, compared with ~0.3% in the UK, highlighting that scent in the US acts as proof of cleanliness rather than a sensory reward.

### The US Outcome Claim:

"Eliminates Odor Causing Bacteria." The scent ("Crisp Linen") is a secondary signal of a functional job completed.

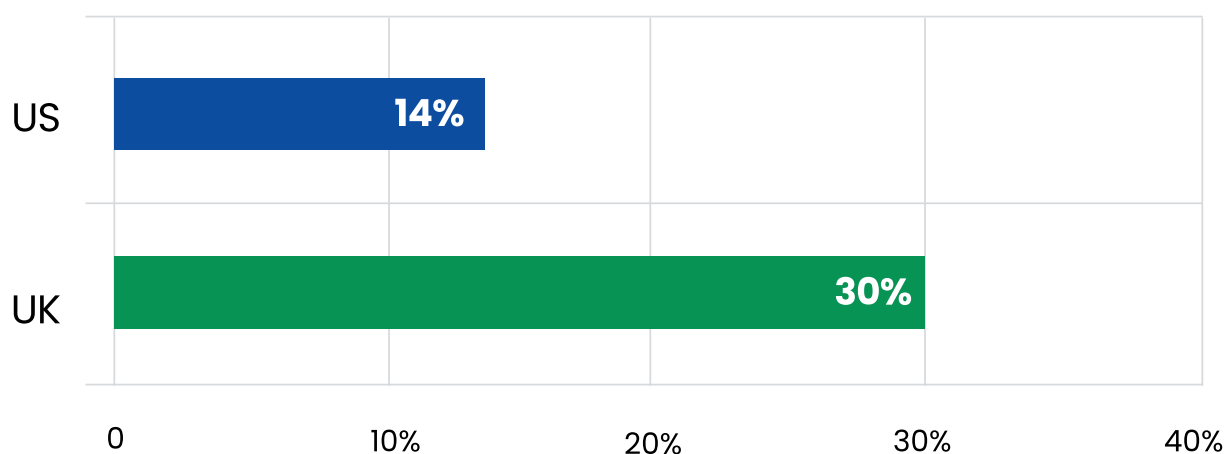


### The UK Experience Claim:

"Lasting Freshness for Up to 12 Weeks in Storage." This product sells the duration of the experience.

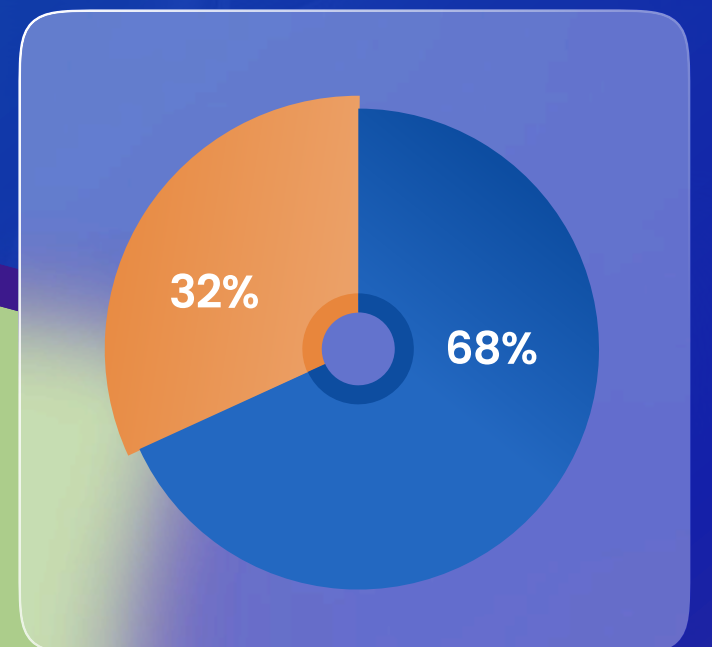


UK Prioritizes Fragrance Longevity 2x More



“Long Lasting” Share of Discussion

# Cleanliness and Hygiene



# The US Demands Clinical Cleaning Power

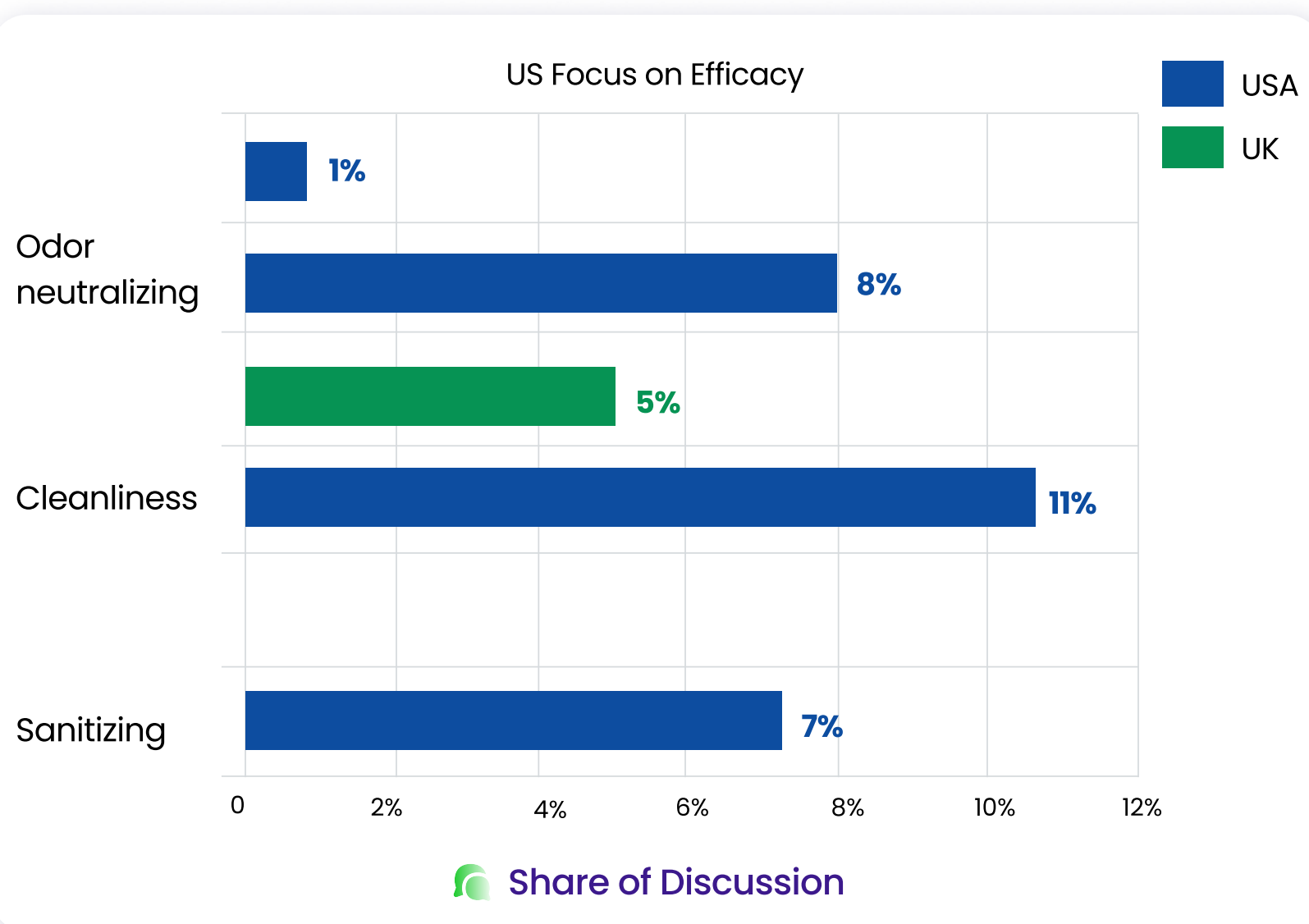
US consumers prioritize the removal of invisible threats, placing a significantly higher emphasis on **odor neutralization, cleanliness, and sanitization** compared with the UK. Conversations around **cleanliness account for 11% of discussions**, while **odor neutralizing represents 8%**, reinforcing that efficacy, not just freshness, is the core expectation.

Sanitization is a defining purchase driver in the US, with **7% of total discussion focused on sanitizing**, compared to just **0.3% in the UK**, making the topic **23x more prominent** in the US. This reflects a clear demand for **proven germ-killing performance**, where brands compete on their ability to eliminate **99.9% of bacteria and viruses**.

## Market Context: Different Routes to Hygiene Credibility

In the US, hygiene leadership is driven by scale and scientific authority, with established household cleaning brands extending their germ-killing equity into laundry.

In contrast, the UK hygiene landscape is more fragmented, where antibacterial benefits are often blended with fragrance or machine-care cues, rather than positioned as a standalone clinical promise.



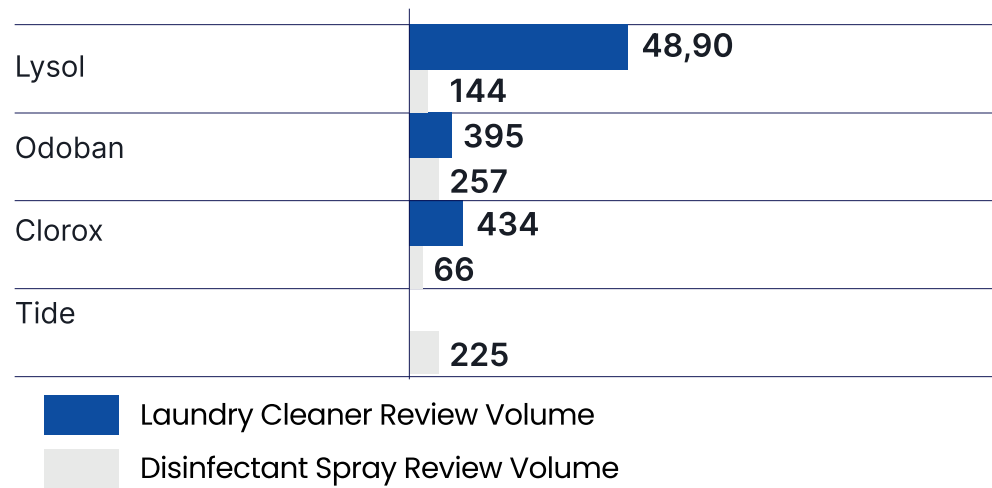
**7%**  
US "Sanitizing"  
Share of Discussion

**0.3%**  
UK "Sanitizing"  
Share of Discussion

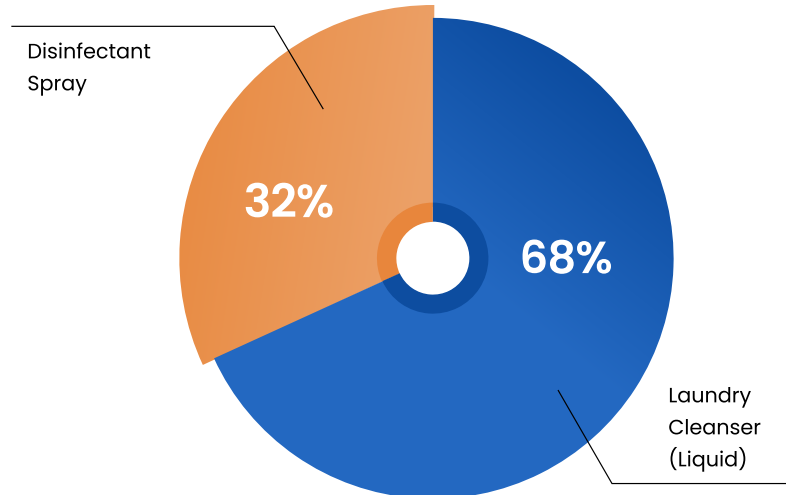
# US Market Leaders

The US Hygiene space is dominated by **Lysol**, **Odoban** and **Clorox**, who leverage powerful brand equity from broader household cleaning products in their portfolio. Their laundry sanitizers promise to kill 99.9% of bacteria and viruses, a rational benefit that resonates strongly.

Review share of brands in the Germ-free/  
Antibacterial category



Review share of brands in the Germ-free/  
Antibacterial category



Lysol Laundry Sanitizer Additive Sanitizing  
Liquids for Clothes, Crisp Linen



👍 610 📈 94% ⭐ 4.80

Lysol Laundry Sanitizer Additive Sanitizing  
Liquids for Clothes, Crisp Linen



👍 381 📈 88% ⭐ 4.67

Lysol Laundry Sanitizer Additive Sanitizing  
Liquids for Clothes, Crisp Linen



👍 85 📈 89% ⭐ 4.81

# UK Market Landscape

The UK hygiene segment is small and more fragmented. Fabuloso operates as a hybrid, offering antibacterial properties with a strong scent focus.

Fabulosa, Antibacterial Spray and Wear Dry  
Washing Fabric Clothes Freshener Spray  
Pack, Blue, 250ml, Fresh Breeze (Pack of 3)



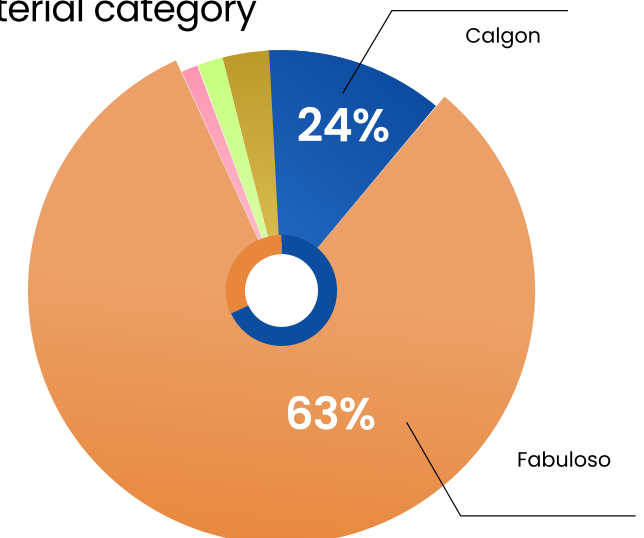
👍 55 📈 61% ⭐ 3.84

Calgon Antibacterial Washing  
Machine Cleaner and  
Limescale Remover



👍 22 📈 78% ⭐ 4.27

% of Review share of brands in the  
antibacterial category



# The Fabric Experience

**Comfort**  
ULTRA FRESH & protect  
PROTECTS COLOUR AND SHAPE  
fresh sky | 58 WASHES

Pro-Fibre Technology  
Protects Colour and Shape

5x more "Softness Discussion" in the UK  
UK: 14%  
UK: 3%

2% ❤️ | Amazing Product

5.0

PACK 160W  
No.1  
Comfort  
fresh 160 WASHES  
fabric conditioner

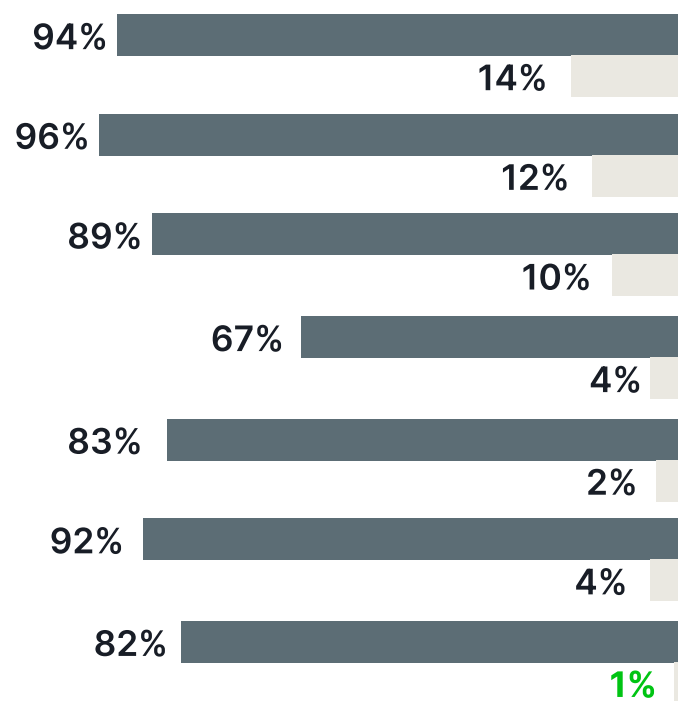
# Fabric Care: Protection vs. Sanitization

Both markets value fabric care, but the focus diverges dramatically. The UK prioritizes holistic clothing protection (color, shape), while the US market emphasizes germ-killing and sanitization.

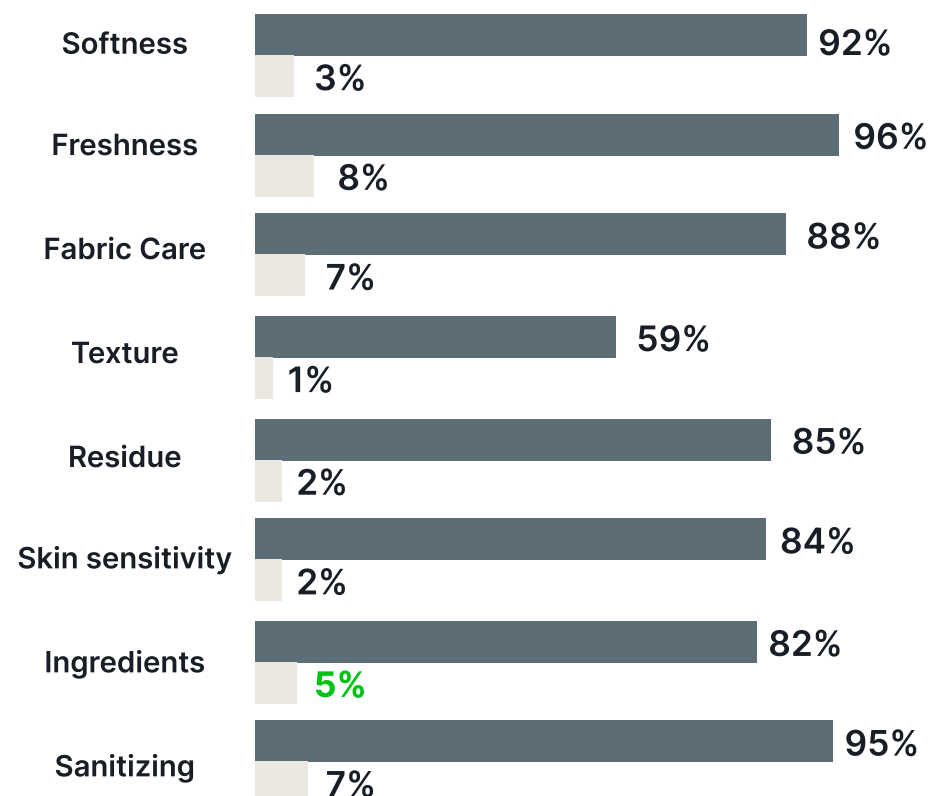
**5x**  
more "Softness Discussion" in the UK  
**UK: 14%** **UK: 3%**

**23x**  
more "Softness Discussion" in the US  
**UK: 7%** **UK: 0.3%**

## UK Focus on Fabric feel



## US Focus on Sanitization



■ Share of Discussion %  
■ Sentiment %

### UK Priority: Emotional Experience

**Softness and freshness play a stronger emotional role** in the UK, influencing how consumers perceive overall product quality. "Fabric Care" is about preserving a garment's integrity protecting fibers, color, and shape.

### US Priority: Functional Performance

The US fabric care conversation is **heavily skewed toward germ elimination and sanitization**. Major brands compete on their ability to kill bacteria, a claim central to product purpose and marketing.

# Fabric Care: Protection vs. Sanitization

## United Kingdom: Focus on Protection & Finishing

"**Fabric Care**" in the UK is about preserving a garment's integrity. Product claims focus on long-term benefits like protecting fibers, color, and shape. **Specialized aids** like ironing water reinforce a regimen of meticulous clothing preservation and finishing.

## United States: Emphasis on Sanitization

The US "**Fabric Care**" conversation is heavily skewed toward germ elimination and sanitization. Major brands compete on their ability to kill bacteria, a claim central to the product's purpose and marketing, reflecting a greater consumer focus on hygiene.

Comfort Pure Sensitive Fabric Conditioner dermatologically tested gentle next to sensitive skin



👍 234 ❤️ 84% ★ 4.51

Comfort Ultra Fresh & Protect Fresh Sky Fabric Conditioner with Pro-Fiber Technology Protects Color and Shape



👍 60 ❤️ 95% ★ 4.73

Comfort Vaporesse Fresh Sky Ironing Water prevents limescale and gives your laundry a fresh



👍 118 ❤️ 78% ★ 4.19

Lysol Laundry Sanitizer Additive Sanitizing Liquids for Clothes, Crisp Linen



👍 610 ❤️ 94% ★ 4.80

Clorox Laundry Sanitizer, Kills 99.9% of Odor-Causing Bacteria on Laundry



👍 85 ❤️ 89% ★ 4.81

# Sustainability

**5x**  
more environmental Discussion in the UK  
**UK: 5%**  
**UK: 1%**



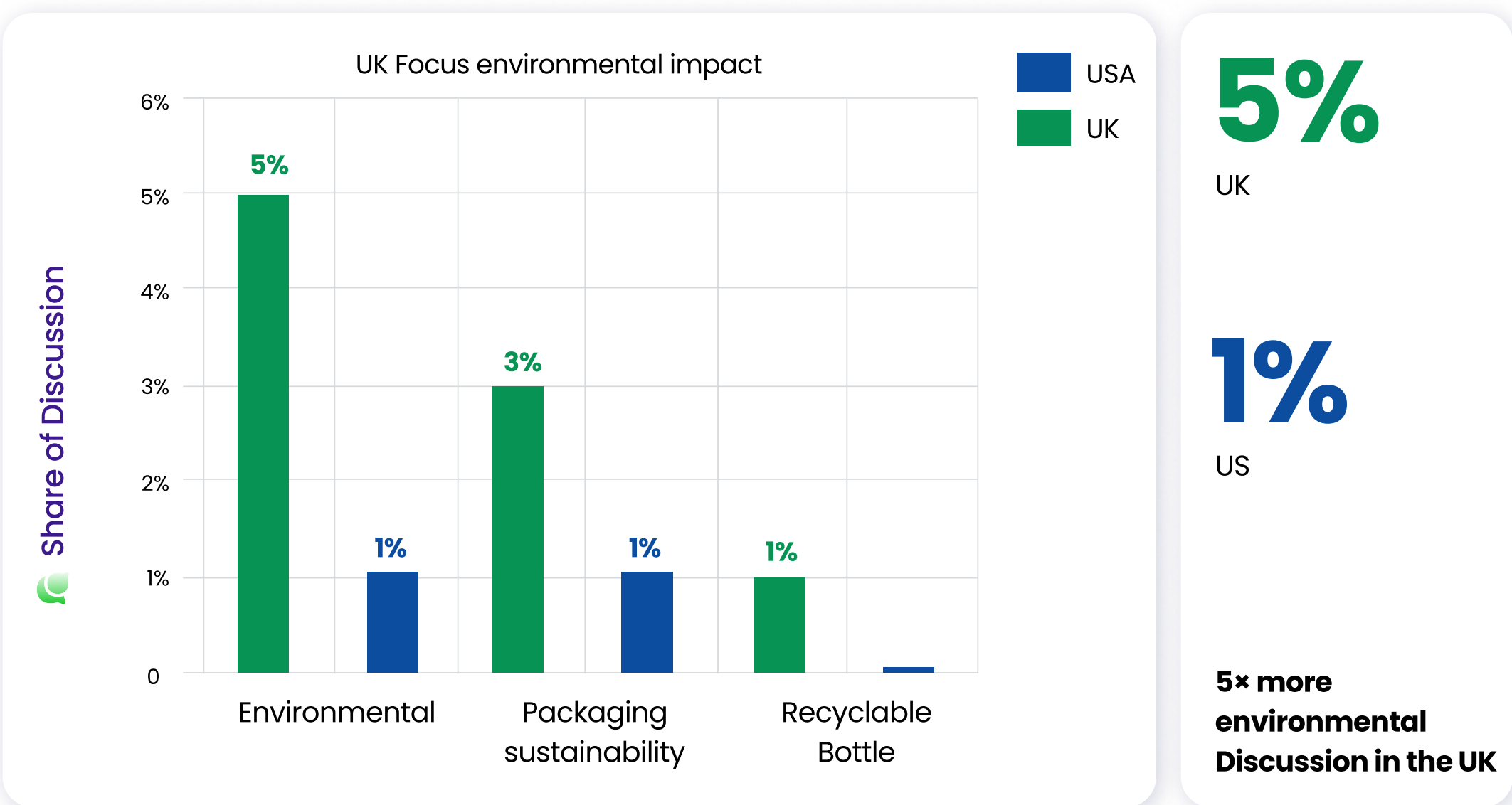
# The Sustainability Mindset

Sustainability plays a fundamentally different role across the two markets. In the UK, environmental considerations are embedded into mainstream fabric care expectations, with consumers actively discussing environmental impact, recyclable packaging, and sustainable formulations. In contrast, while eco-friendly laundry products are available in the US, they operate largely as a value niche, rather than a mass-market driver.

## UK: Mainstream Integration

In the UK, environmental considerations are **embedded into mainstream fabric care expectations**. Consumers actively discuss environmental impact, recyclable packaging, and sustainable formulations.

Brands such as **Comfort, Method, and Minimi** demonstrate how sustainability can scale when it is tightly linked to core benefits like softness, fragrance, and everyday fabric care. Here, eco-friendly credentials reinforce quality and trust, making sustainability a meaningful driver rather than a trade-off.



# The Sustainability Mindset

## US: Values-Led Niche

While eco-friendly laundry products are available in the US, they operate largely as a values-led niche rather than a mass-market driver.

Brands such as Tru Earth and Kind Laundry show that plant-based, low-waste, and environmentally positioned scent boosters exist and meet specific consumer needs. However, these offerings sit alongside rather than replace the dominant US focus on sanitization, odor elimination, and proven cleaning performance.

### Comfort:

Unilever's leading brand, **Comfort**, directly addresses packaging concerns with its bottle made of **100% recycled plastic**.



👁️ 44 ❤️ 94% ★ 4.95

Comfort Ultra Fresh & Protect Heavenly Nectar Fabric Conditioner with Pro-Fiber Technology Protects Color and Shape

### Method and Ecover

compete by positioning themselves as **plant-based, eco-friendly alternatives**, capturing a dedicated consumer segment.



👁️ 67 ❤️ 86% ★ 4.66

Method Fabric Softener, Fabric Conditioner to Soften Your Clothes, With Fresh Peony Blush Scent

### Miniml

build their entire identity around sustainability, marketing their product as **"All Natural," "100% Vegan & Cruelty Free."**

👁️ 31 ❤️ 69% ★ 3.94



Miniml Eco Fabric Softener & Conditioner 5L Refill – Fresh Linen Scented All- Natural Fabric Softener for Sensitive Skin – 100% Vegan & Cruelty

👁️ 58 ❤️ 77% ★ 4.38



Kind Laundry In Wash Scent Booster Beads – Ocean Breeze – 100% Plant Based

👁️ 37 ❤️ 74% ★ 4.19



Tru Earth | Scent Booster | Ocean Wave | Odor Protection |

# Price, Longevity and Experience



# UK Brands Justify Price with Longevity. US Brands Sell an Experience

## United Kingdom: value is proven through longevity

UK consumers define value by **how long a product lasts**, both in fragrance performance and overall usage. Longevity is discussed twice as often in the UK as in the US, and satisfaction with long-lasting performance is extremely high, reinforcing trust in these claims.

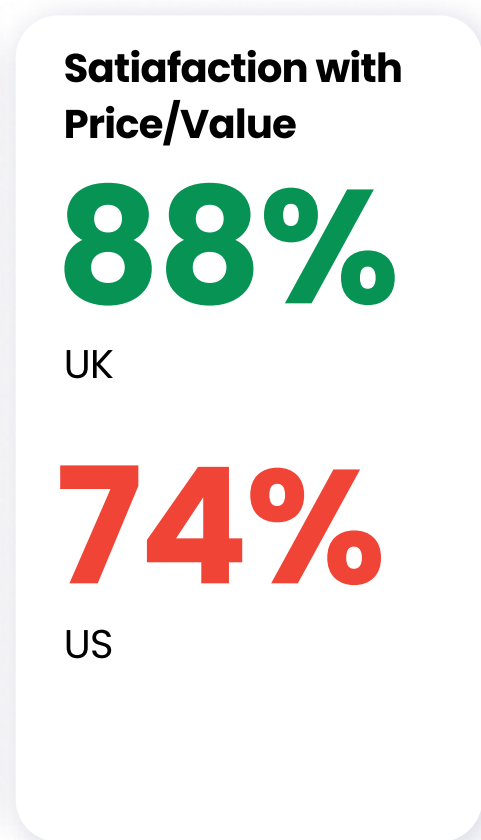
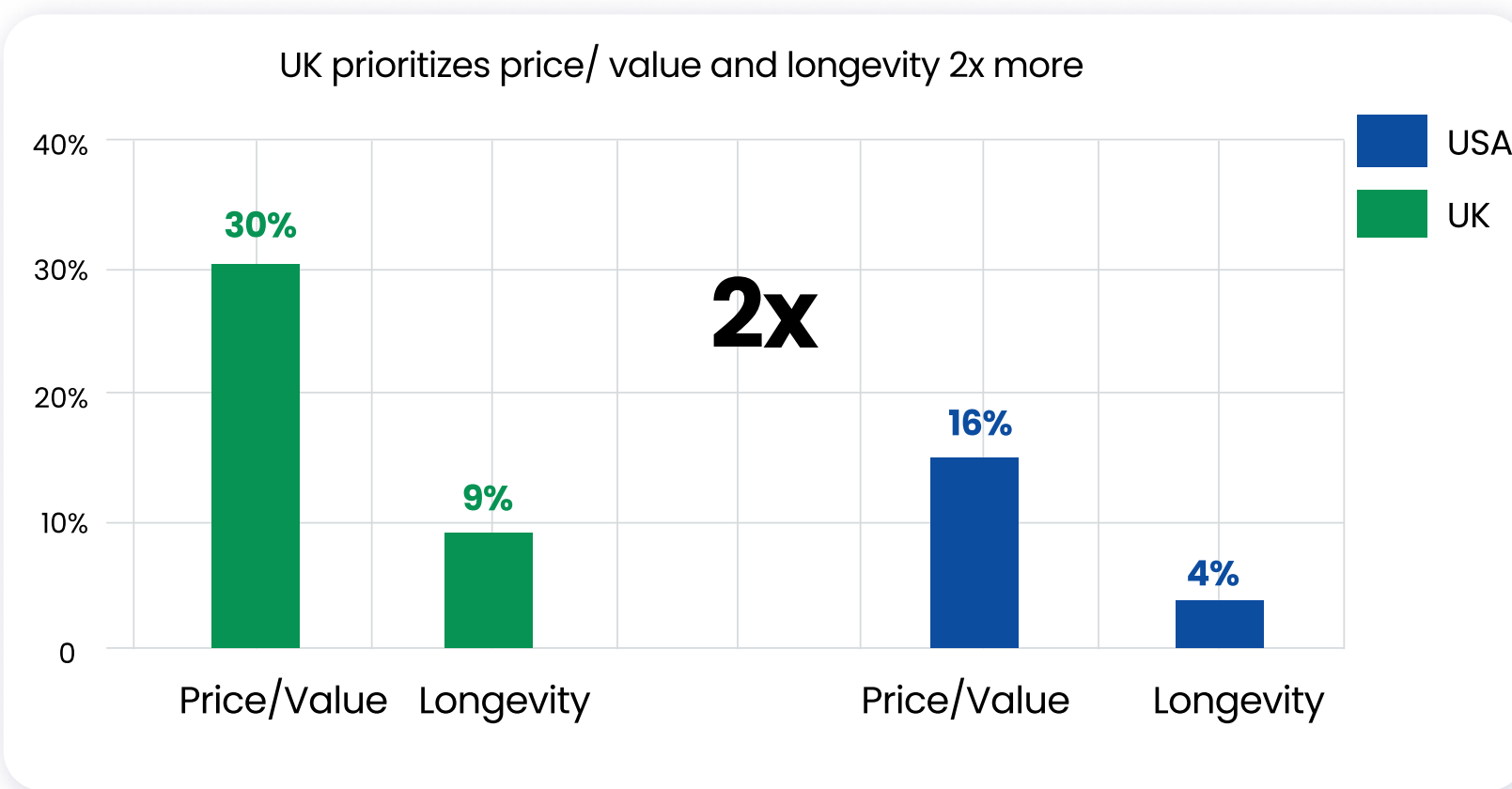
Price and value are also more actively discussed in the UK, yet satisfaction remains strong, showing that shoppers feel rewarded when longevity and performance justify the cost.

Brands such as **Comfort and Lenor** succeed by explicitly linking price to extended freshness and usage efficiency.

## United States: premium pricing justified by performance

In the US, value is anchored less in longevity and more in **functional efficacy**. While price is discussed less frequently, satisfaction with value is lower, reflecting greater tension around premium pricing.

Consumers are willing to pay more when products deliver **sanitizing, odor-eliminating, and high-performance benefits**, even if fragrance longevity is secondary. Premium offerings succeed when scent enhances the experience, but **cleaning power and sanitization** remain the primary justification for price.



# The UK's Value-Conscious Shopper

## Value is a Functional Promise


The market is characterized by affordable, and high-volume fabric conditioners and scent boosters designed for frequent use.

30% Share of consumer discussion around "Price/Value for money," a top-tier topic of conversation.

Conditioner with Motion-Activated Fragrance Technology 100 Days of Freshness 45 washes

Comfort Perfume Creations  
Passion Bloom Fabric

141 88% 4.45

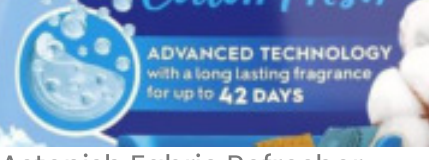


## Longevity as a Core Promise

Long lasting is discussed 30% of the time in all reviews.


Brands explicitly compete on the duration of freshness, making it a key feature on packaging and in marketing communications.

Astonish Fabric Refresher Spray for Freshening Clothes, Curtains, Carpets and Fabrics, Cotton Fresh Scent



Astonish Fabric Refresher

197 81% 4.55





# US: Value is Implicit in a Premium Experience

## Willingness to Pay for Sanitization

There is **16%** "Price/Value for money" share of discussion, balanced by a stronger focus on overall product performance (19% share of discussion).



The market supports a **wider price spectrum**, with consumers willing to pay a premium for products that combine **proven germ killing and antibacterial efficacy** with elevated, premium scent experiences, signaling both functional superiority and sensory appeal.

	<p>Fine Fragrance and All - Day Freshness</p> <p>Downy Unstopables Unlimited Collection In-Wash Laundry Scent Booster Beads</p> <p>290 93% 4.84</p>		<p>Gym Clothes and Activewear, Eliminates Odor Causing Bacteria</p> <p>Lysol Sport Laundry Sanitizer Additive, Sanitizing Liquid</p> <p>205 69% 4.23</p>
--	---	--	--

## Efficacy as the Primary Driver

"Long-lasting" is discussed less than half as much as in the UK, with only a **14%** share of discussion.

The primary focus is on the immediate, functional benefit of killing germs and eliminating odors. Longevity, when mentioned, is framed as "all-day" freshness rather than weeks or months.

	<p>Antibacterial Fabric Spray</p> <p>Tide Antibacterial Fabric Spray</p> <p>134 72% 4.04</p>		<p>All Day Freshness</p> <p>Downy Unstopables In-Wash Scent Booster, Fresh</p> <p>426 97% 4.82</p>
---	--	---	--

# US Playbook: Win with Functional Efficacy & Proven Power

Consumers prioritize demonstrable performance killing germs, eliminating tough odors, and deep cleaning and are willing to pay a premium for proven results.

## Key Strategic Pillars for the US Market

## Hero Products: US Market

### 1. Lead with Sanitizing Efficacy

Post-COVID hygiene has embedded into purchase decisions. Sanitization is a key purchase driver unique to the US market.

Close to 10% of discussions are dedicated to "Sanitizing," with a very high 95% positive sentiment.

**Claim Focus:** "Kills 99.9% of Bacteria," "Eliminates Odor Causing Bacteria"



#### Lysol Laundry Sanitizer Additive

The product name and on-pack claims ("Sanitizer," "Eliminates Odor Causing Bacteria") are a masterclass in direct, functional communication that perfectly aligns with top US consumer priorities. The 'Free from Fragrance' variant also highlights its focus on function over scent.

### 2. Prove Odor Elimination, Not Just Masking

Consumers are savvy about the difference between adding a scent and removing a malodor. 'Odor Neutralizing' is an 8% share topic, discussed 8x more than in the UK, signaling a demand for more advanced technology.



#### Clorox Laundry Sanitizer

Like Lysol, it leads with a powerful efficacy claim: "Kills 99.9% of Odor-Causing Bacteria." It also specifies "0% Bleach" and "Color Safe," addressing potential barriers to use while reinforcing its functional purpose.

### 3. Demonstrate Superior Cleaning Power

Core cleaning performance is a significantly more important topic than in the UK.

General 'Performance' is discussed nearly 2x more (19% vs. 10%), and 'Cleanliness' is discussed 2.2x more (11% vs. 5%).



#### Tide Antibacterial Fabric Spray

This product extends the hygiene benefit beyond the wash into a convenient spray format. The term "Antibacterial" is a strong, science-backed claim that resonates with the US consumer's desire for a truly clean and sanitized home environment.

### Critical Challenge to Solve

The US market has the worst satisfaction with fragrance intensity (only 67%) and packaging (only 65%). These are major pain points and innovation opportunities.

# UK Playbook: Win with Sensory Indulgence & Justified Value

Consumers seek an elevated fabric experience, combining long-lasting scent to superior softness, backed by strong eco-credentials and a clear value proposition.

## Key Strategic Pillars for the UK Market

## Hero Products: UK Market

### 1. Lead with Fragrance Longevity

The single most powerful differentiator is the demand for scents that last. 30% of UK consumers discuss long-lasting fragrance, with a high 92% positive sentiment.

**Claim Focus:** "Lasts 12 Weeks in Storage", "100 Days of Freshness"



**Comfort Perfume Creations Passion Bloom**

Explicitly calls out "**100 Days of Freshness**" and uses "Motion-Activated Fragrance Technology," directly addressing the #1 UK demand for longevity. It is a "Fabric Conditioner," tying directly into the secondary demand for softness.

### 2. Emphasize a Dual Benefit of Softness + Scent

Softness is not an afterthought; it is a primary purchase driver discussed 4.7x more than in the US. 14% of the conversation is about softness, with 94% positive sentiment. Combining this with scent creates a powerful proposition.



**Astonish Fabric Refresher Spray**

The on-pack claim "**Lasting freshness for up to 42 days**" is a perfect execution of the longevity strategy. It sells a long-term sensory benefit.

### 3. Showcase Green Credentials

Sustainability is a key point of differentiation and a UK-exclusive priority. A combined 9% of discussion revolves around environmental factors and sustainable packaging.

**Claim Focus:** "100% Recycled Plastic Bottle," "Vegan & Cruelty Free"



**Miniml Eco Fabric Softener**

This product targets the sustainability niche with claims like "**Eco**," "**All Natural**," "**100% Vegan & Cruelty Free**," and a "**5L Refill**" format, appealing to both eco-conscious and value-seeking consumers.

## Critical Challenge to Solve

Address poor texture performance (only 57% satisfaction) and overly intense fragrances (only 78% satisfaction).

# About Revuze

Revuze empowers brands with next-step actions, and is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions. The Revuze Action Hubs revolutionize how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

