

Are you stocking our top 10 must stock range?

Since the pandemic, we have seen cleaning and antibacterial products grow exponentially – don't miss out on these market leading products



Description	Units Per Case	Pack	EAN Barcode	Case Code
Carex Hand Wash Original 250ml PMP £1.00	6	6x250ml	5000101127755	05000101127779
Carex Aloe Vera Hand Gel 50ml	12	12x50ml	5000101959417	05000101055935
Dettol Disinfectant Liquid 500ml	12	12x500ml	0000050158089	05000158407572
Dettol Surface Cleanser Wipes 30's	8	8x30's	5011417569566	5011417789650
Dettol Surface Cleanser 500ml	6	6x500ml	5011417561928	05011417783047
Domestos Bleach Regular 750ml PMP £1.00	9	9x750ml	8718114567372	08718114569161
Fairy Original Washing Up Liquid 433ml PMP £1.29	10	10x433ml	5410076928170	05410076928163
Flash Bleach Spray 450ml PMP £1.59	6	6x450ml	8001841279817	08001841279800
Andrex 4 Roll Classic Clean PMP £2.50 4's - F1	6	6x4's	5029053571072	5029054225035
Pampers Sensitive Baby Wipes PMP £1.00 52's	12	12x52's	8001841062303	08001841062297

Did you know?



Brands are driving growth in the Household category ^[1]

52%

of consumers are cleaning their homes more frequently ^[2]

+13%

value growth in the total Household category YoY ^[3]

85%

of people are washing their hands more frequently ^[2]

46%

of consumers are using more antibacterial products at home ^[3]

+22%

value growth in the total Personal Care category YoY ^[4]

^[1] Kantar – Worldpanel FMCG - Total Household excl Pet – Data 12 we/28 we 6th September 2020

^[2] StreetBees: Personal Care & Hygiene Dashboard, Jun 2020, All markets; Homecare Dashboard, May 2020, UK

^[3] Manufacturer Research via Calayx 2020

^[4] IRI & Nielsen – Value Sales – Impulse - MAT: September & October 2020