END HYGIENE POVERTY

in kind direct

THE HYGIENE BANK

What's the reality of hygiene poverty in the UK in 2026?

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Hygiene poverty is not a marginal issue

18%

Nearly one in five UK adults say they or someone in their household has gone without essential hygiene products because they could not afford them in the last 6 months. That's an estimated 9.6 million adults experiencing hygiene poverty.

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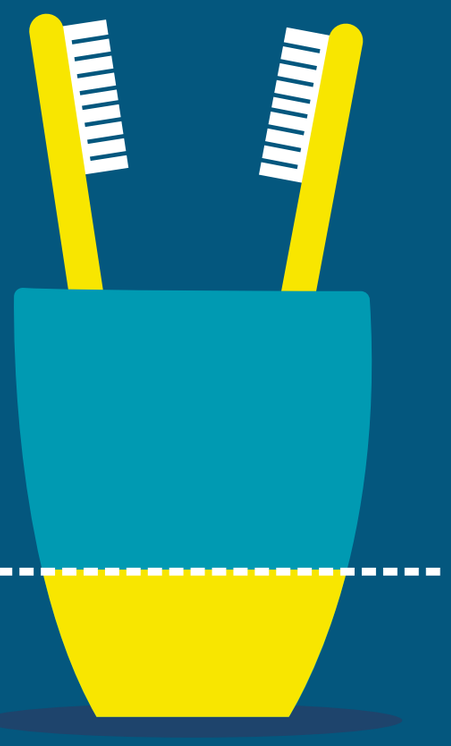
A new face of hygiene poverty

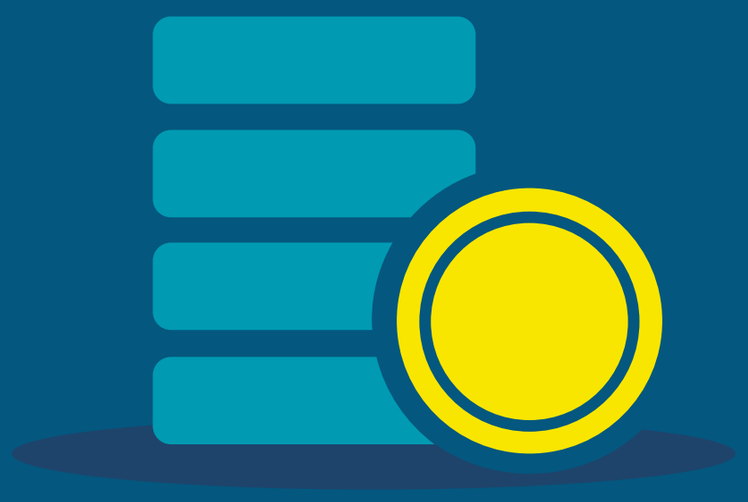
41%

of those experiencing hygiene poverty have done so for the first time this year.

36%

of all UK adults expect to go without at least one hygiene product in the next six months.





Hygiene poverty is reaching people who previously felt financially secure.

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Hygiene poverty creates a vicious cycle

57%
of those experiencing hygiene poverty said their physical health has worsened.

12%
of parents experiencing hygiene poverty say their children have missed school.

18%
of those experiencing hygiene poverty have missed work.

15%
say they could not attend a job interview.

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Going without hygiene essentials
doesn't only affect people today.
It can damage health and confidence,
disrupt education and employment,
and make financial hardship
even harder to escape.

It's simply wrong.
Together, we can change it.

Read our new report now

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TIME TO ACT

Hygiene Poverty in the UK in 2026

In Kind Direct and The Hygiene Bank
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