

## Household Cleaning Equipment - UK - September 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The increasing popularity of steam cleaners poses a potential threat to traditional cleaning equipment, with consumers favouring their ability to rid the house of germs without resorting to hefty chemicals.”  
 – Jack Duckett, Consumer Lifestyle Analyst

## This report looks at the following areas:

Value sales for the household cleaning equipment market have remained fairly stable in recent years, largely protected by the necessity of the products included in the category. However, as electrical offerings, such as steam cleaners, become increasingly more innovative and affordable, category sales are under threat of erosion in the long term.

The challenge for brands and retailers operating in the market therefore is to prove that their products better address consumer wants and needs, particularly in regard to creating chemical-free goods that facilitate the thorough removal of household bacteria. Communicating such benefits to users of cleaning equipment could help to boost sales and fend off competition from the growing electrical segment.

This report looks at the usage of cleaning equipment around the home, including the use of cloths, scourers, dustpans and brushes, brooms and mops, as well as electrical goods such as vacuum cleaners and steam cleaning devices. The report also covers influences when buying dishwashing equipment and attitudes towards using both general equipment and floor-specific cleaning equipment.

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