

# Household Cleaning Products - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

Since Mintel's last Household Cleaning report was published in July 2008, the economic downturn has deepened, with the UK officially entering recession in January 2009. Advertising budgets have been cut and heavy price promotions and extra product offers at the point of sale are being used by the big brands to try to deter consumers from buying own-label. This has significantly impacted on the value of the market, which is expected to be worth some £540 million in 2009 compared to £552 million in 2008.

## Key issues covered in the analysis

- Population increases are masking a decline in the use of household cleaning products: the proportion of households regularly using cleaning products is in decline, but more people and smaller household sizes have increased sales between 2004 and 2008.
- Over the last 12 months, the market has contracted £12 million as 9 million consumers have cut back on spending on household cleaning products.
- More than 5 million adults spend no time at all on cleaning the house, up by 900,000 in the last five years. The explanation isn't increased use of cleaners. The number of households with a cleaner has dropped.
- 10 million people blitz clean at the weekend and only do basic tidying up during the working week. Working pattern demographics are key to understanding household cleaning product use.
- Product performance is more important than price for the majority of household cleaning product users. 27 million adults put product performance first although best price is the primary purchasing reason for just over 12 million shoppers.
- Special offers are fundamental to purchasing for more than half of all adults: 24 million people are price conscious but are more likely to look for special offers than cheapest price. Wary of a false economy, they are not prepared to compromise on performance by buying the cheapest products.

## Scope of the report

This report assesses the market for products used for cleaning and polishing in a domestic context. Disposable cleaning equipment such as cleaning wipes has been included, although cleaning equipment such as clothes, sponges etc has not.



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