

## Household Cleaning Products - UK - October 2010

Report Price: £1500 / \$2310 / €1793



### What is this report about?

Amid today's economic uncertainty, more people are spending more time at home. This has given a boost to entertaining at home and dining in, with offers such as M&S's Dine in for two £10 proving popular. The research for this report shows that people are prompted to clean the house when guests are coming round, so this leisure-at-home trend is helping to drive demand for household cleaning products. Suppliers are helping to stimulate demand with innovation and new product developments. This report looks at innovation over the last two years, identifying the key themes and the main product launches.

### What have we found out?

- Almost six in ten consumers always clean/tidy their home before guests arrive; nearly eight in ten value having a clean house; and a further six in ten actually gain satisfaction from doing housework. The latter attitude is particularly prevalent among women (rising to 70%), and among the 25-34s (66%).
- Under-24s may be the least dedicated cleaners, but they are the most receptive to trying new products and to using cheaper own-label variants.
- Three in ten consumers admit that the last thing they want to do when they get home from work is clean the house, with 47% saying they clean up as they go along, and one in five relegating it to the weekend. For a growing number of consumers, in other words, the 'deep clean' is no longer a feasible option, with work commitments and family responsibilities encroaching on their ability to keep on top of chores.
- The value that consumers place on a clean home, the choice of products they use, and the degree to which they clean remains very much divided along gender and age lines. Over three in ten men, and 37% of the under-24s, for example, admit that someone else is responsible for doing the housework (compared to only one in ten women). Half of women claim that they are the only ones who do the housework, compared to a quarter of men.
- Time spent on household chores is linked more closely to lifestyle than to ownership of a pet, but nevertheless, pet owners may prefer products with a pet-friendly positioning and there is potential to cross-promote cleaning and pet food brands to target pet owners.
- There is more emphasis these days on ingredients in product formulations and their environmental impact. Yet, in research for this report, the 'free from' benefit appeals to just 4% of consumers in their choice of cleaner.

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