

# Household Hard Surface Cleaning and Care Products - UK - December 2012

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“Home hygiene is the top reason for using hard surface cleaners, so antibacterial products will continue to increase their share of the market. Concern about germs also extends to away from the home, so on-the-go disinfectant products for use in the workplace or in public places is an opportunity for brands to leverage additional sales of mini sprays and antibacterial wipes.”

– Richard Caines, Senior Household Care Analyst

## In this report we answer the key questions:

- How can focusing on hygiene drive further growth?
- Is there further growth potential for room-specific products?
- How are modern lifestyles driving a demand for convenience?
- What added product benefits have the most appeal?
- How much will environmental issues shape the future market?
- What are the future prospects for cleaning wipes?

Valued at £322 million, the market for hard surface cleaners has grown by 7% over the last two years, with sales boosted by strong innovation in the category by the leading players.

From a consumer perspective the top priority is maintaining home hygiene through using products to kill germs on hard surfaces, but it is also important that products have the power to remove the toughest dirt and stains as easily as possible. With busy lifestyles, convenience is increasingly important, as people look for ease and speed of use to reduce the amount of time they spend cleaning.

This report examines usage of hard surface cleaners in the home, the factors most important in influencing product choice, shopping behaviour and consumer attitudes towards hard surface cleaners that are most likely to shape the future direction of the market.

This report examines the following markets:

- multipurpose cleaners, including antibacterial cleaners
- kitchen cleaners
- floor cleaners
- bathroom cleaners
- shower cleaners.

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