

## Private Label Trends in Household Cleaning Products - US - October 2012

### Scope and Themes



*“The deepening of the 2007-09 recession helped drive strong increases in private label market share in nearly every household product category and segment. However, while consumers remain as budget conscious as ever in a tepid economic recovery, household product store brands collectively have lost share in 2011 and 2012. Leading name brands have sharpened their value propositions, and consumers’ attachment to familiar national brands remains strong. To put private label back on a growth track, retailers will need to work hard to convince consumers they deliver the best combination of price and performance.”*

– John Owen, Senior Analyst, Household

### In this report we answer the key questions:

- **Do consumers believe that private label product quality is improving?**
- **Could private label household products benefit from more marketing?**
- **Is private label sales performance consistent across categories?**

While FDMx sales of private label household cleaning products made solid gains during the recession, they have edged down in the last couple of years as name brands have grown more competitive and adjusted to an increasingly value-focused consumer mindset. Looking ahead, the tentative pace of the economic recovery may be setting the stage for a return to growth in private label sales. In addition, Mintel research confirms that consumers give retailers credit for improvements in private label quality and selection. To take full advantage of these increasingly positive perceptions, however, retailers must continue to invest in product, packaging, and marketing.

In this report Mintel examines the market for private label household cleaning products on an overall basis, providing insight into consumer attitudes and shopping behaviors. In addition the report explores private label sales performance

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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### Scope and Themes

and consumer perceptions in individual categories and key product segments.

This report focuses on the private label portion of the following household cleaning product categories and segments:

- Paper towels
- Home laundry products (liquid laundry detergent, fabric softener liquid, powder laundry detergent, laundry prewash/additive, fabric softener sheets, SHC bleach, color-safe bleach)
- Cleaning equipment (cleaning tools/mops/brooms/sponges/scouring sponges, scouring pads, disposable gloves, non-disposable gloves)
- Household surface cleaners (all-purpose cleaner/disinfectant, rug/upholstery cleaner/deodorizer, all-purpose wipes, toilet bowl cleaner/deodorizer, nonabrasive tub/tile cleaner, drain cleaner, glass cleaner/ammonia, furniture polish)
- Dishwashing products (dishwashing liquid, dishwasher detergent/rinse aid)
- Bleach (SHC and color-safe).

**Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.**

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### Contents

#### **SCOPE AND THEMES**

*What you need to know*

*Definition*

*Data sources*

*Sales data*

*Consumer survey data*

*Advertising creative*

*Abbreviations and terms*

*Abbreviations*

*Terms*

#### **EXECUTIVE SUMMARY**

*The market*

After recession spike, private label sales performance inconsistent

Figure 1: FDMx sales and fan chart forecast of private label household products, at current prices, 2007-17

*Market factors*

Declining household income puts pressure on household budgets

Figure 2: Median household income, in inflation-adjusted dollars, 2005-11

*Category performance*

Figure 3: FDMx sales and forecast of private label household products, by category, 2007-17

*Retail channels*

Private label household sales decline in supermarkets

Drug stores and mass merchandisers post strong private label gains

Figure 4: FDMx sales of private label household products, by retail channel, 2010 and 2012

*The consumer*

Store brand usage consistent with brand share and perceptions

Figure 5: Purchase of private label household products, May 2012

Private label shopping behaviors

Figure 6: Household products shopping behaviors, all or most of the time, May 2012

Perceptions of private label quality by category

Figure 7: Private label household product quality perceptions, May 2012

Attitudes toward private label household products

Figure 8: Attitudes concerning private label household products—any agree, May 2012

*What we think*

#### **ISSUES IN THE MARKET**

*Do consumers believe that private label product quality is improving?*

*Could private label household products benefit from more marketing?*

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### Contents

*Is private label sales performance consistent across categories?*

#### **INSIGHTS AND OPPORTUNITIES**

*Private label problem solvers*

Simplify the shopping experience

Amplify channel strengths

Win the loyalty of male shoppers

Enable greener cleaning

*Premium private label*

Proven performance

Go local

*Adopt a cause*

#### **TREND APPLICATIONS**

*Trend: Prove It*

*Trend: Minimize Me*

*2015 Trend: Old Gold*

#### **MARKET SIZE AND FORECAST**

*Key points*

*After recession spike, private label sales performance inconsistent*

Figure 9: FDMx sales and forecast of private label household products, at current prices, 2007-17

Figure 10: FDMx sales and forecast of private label household products, at inflation-adjusted prices, 2007-17

*Private label share of household products peaks in 2010 then declines*

Figure 11: FDMx sales and private label share of household products, at current prices, 2007-12

*Fan chart forecast*

Figure 12: FDMx sales and fan chart forecast of private label household products, at current prices, 2007-17

#### **MARKET DRIVERS**

*Declining household income puts pressure on household budgets*

Figure 13: Median household income, in inflation-adjusted dollars, 2001-11

*Wavering consumer confidence helps keep spending in check*

Figure 14: Thomson Reuters/University of Michigan's Index of Consumer Sentiment (ICS), 2007-12

#### **COMPETITIVE CONTEXT**

*National brands sharpen value focus, blunt store brand impact*

*Clorox highlights performance benefit of new concentrated bleach*

Figure 15: Clorox Concentrated Bleach "Clorox Bleach is Changing" TV ad, 2012

*Bounty Basic builds sales on price/value message*

Figure 16: Bounty Basic "Life's Little Tests" TV ad, 2012

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## Private Label Trends in Household Cleaning Products - US - October 2012

### Contents

#### **CATEGORY PERFORMANCE**

##### *Key points*

*Private label dynamics and share vary widely across categories and segments*

Figure 17: FDMx sales and forecast of private label household products, by category, 2007-12

Figure 18: FDMx private label share of household products, by category, 2007-12

Figure 19: FDMx sales and share of private label household products, by category, 2010 and 2012

#### **CATEGORY PERFORMANCE—PAPER TOWELS**

##### *Key points*

*Despite recent weakness, paper towels are a key private label category*

Figure 20: FDMx sales and forecast of private label paper towels, at current prices, 2007-17

*Private label share rises and falls in competitive and promotional paper towel category*

Figure 21: FDMx sales and private label share of paper towels, at current prices, 2007-12

#### **CATEGORY PERFORMANCE—HOME LAUNDRY PRODUCTS**

##### *Key points*

*Private label laundry product sales decline steadily after peaking in 2009*

*Pack mentality*

Figure 22: FDMx sales and forecast of private label home laundry products, at current prices, 2007-17

*Private label home laundry products give up share gained in recession*

Figure 23: FDMx sales and private label share of home laundry products, at current prices, 2007-12

*Private label share varies widely across home laundry segments*

*Private label share highest in bleach*

Figure 24: FDMx sales and private label share of select home laundry product segments, at current prices, 2007-12

#### **CATEGORY PERFORMANCE—CLEANING EQUIPMENT**

##### *Key points*

*Private label cleaning equipment outpaces total category*

Figure 25: FDMx sales and forecast of private label cleaning equipment, at current prices, 2007-17

*Private label share of cleaning equipment gains on strength of disposable gloves*

Figure 26: FDMx sales and private label share of surface cleaners, at current prices, 2007-12

*Private label dominates disposable gloves segment*

*Private label sales steady in cleaning tools/mops/brooms, category's largest segment*

*Private label sponges and scrubbers regain share*

Figure 27: FDMx sales and private label share of cleaning equipment segments, at current prices, 2007-12

#### **CATEGORY PERFORMANCE—HOUSEHOLD SURFACE CLEANERS**

##### *Key points*

*Wipes drive private label growth in household surface cleaners*

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## Private Label Trends in Household Cleaning Products - US - October 2012

### Contents

Figure 28: FDMx sales and forecast of private label household surface cleaners, at current prices, 2007-17

*Category and private label on opposite courses*

Figure 29: FDMx sales and private label share of household surface cleaners, at current prices, 2007-12

*Wipes and glass cleaner account for nearly half of private label surface cleaner sales*

Figure 30: FDMx sales and private label share of household surface cleaner segments, at current prices, 2007-12

### **CATEGORY PERFORMANCE—DISHWASHING PRODUCTS**

*Key points*

*Private label dishwasher detergent drives growth in fast-growing segment*

Figure 31: FDMx sales and forecast of private label dishwashing products, at current prices, 2007-17

*Private label dishwashing products hold share gains*

Figure 32: FDMx sales and private label share of dishwashing products, at current prices, 2007-12

*Private label dishwashing liquid gives back gains as name brands compete on value*

*Finish attack on Cascade leaves room for store brands*

Figure 33: FDMx sales and private label share of dishwashing product segments, at current prices, 2007-12

### **RETAIL CHANNELS**

*Key points*

*Retail sales of private label household products, by channel*

Figure 34: FDMx retail sales of private label household products, by channel, 2010 and 2012

### **RETAIL CHANNELS—SUPERMARKETS**

*Key points*

*Private label household sales decline in supermarkets*

*Despite overall downward trend, supermarkets leverage store brands*

*Supermarket sales of private label household products*

Figure 35: U.S. supermarket sales of private label household products, at current prices, 2007-12

### **RETAIL CHANNELS—OTHER FDMX**

*Key points*

*Drug stores and mass merchants post strong private label gains*

*Other FDMx channel sales of private label household products*

Figure 36: Other FDMx sales of private label household products, at current prices, 2007-12

### **PRIVATE LABEL BRANDING ACTIVITY AND INNOVATION**

*Overview: launches tick up in 2010 and 2012*

Figure 37: Private label household cleaning new product launches, by product type, 2007-12

*Target's Up & Up projects positive image*

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### Contents

*Walgreens Nice! covers both household and food categories*

Figure 38: Walgreens "Nice!" TV ad, 2012

*Beyond Nice!: basic value and eco-friendly at Walgreens*

*Kroger Home Sense focuses on household categories*

*Supervalu extends Essential Everyday across categories and banners*

*Safeway builds on eco-friendly image with Bright Green, other initiatives*

*Duane Reade makes urban appeal with store brands*

*Whole Foods Market connects store brand with sustainability initiatives*

### **PRIVATE LABEL PURCHASE INCIDENCE**

*Key points*

*Reported store brand usage consistent with brand share and perceptions*

Figure 39: Purchase of private label household products, May 2012

*Men and young adults more likely to purchase private label*

Figure 40: Purchase of private label household products, at least about equally with name brands, by gender and age, May 2012

*Private label usage skews modestly to lower-income consumers*

Figure 41: Purchase of private label household products, at least about equally with name brands, by household income, May 2012

*Dollar store most-often shoppers likely to purchase private label*

*Emphasizing channel strengths to showcase store brands*

Figure 42: Purchase of private label household products, at least about equally with name brands, by retailers where household products are purchased most often, May 2012

### **HOUSEHOLD PRODUCTS SHOPPING BEHAVIORS**

*Key points*

*Promotions help maintain national brand share*

*Store brand decisions likely to happen in the store*

*Private labels can sway store selection*

Figure 43: Household products shopping behaviors, May 2012

*Women more attentive to brands, more likely to be loyal*

*Younger shoppers more likely to make price-based decisions in the store*

Figure 44: Household products shopping behaviors—all or most of the time, by gender and age, May 2012

*Opportunity to strengthen loyalty among frequent store brand shoppers*

Figure 45: Household products shopping behaviors, all or most of the time, by store brand user groups, May 2012

### **PRIVATE LABEL HOUSEHOLD PRODUCTS USAGE BEHAVIORS**

*Interest in store brands exists at all levels*

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## Private Label Trends in Household Cleaning Products - US - October 2012

### Contents

Figure 46: Private label household products usage behaviors, by household income, May 2012

#### **PERCEPTIONS OF PRIVATE LABEL QUALITY BY CATEGORY**

##### *Key points*

*View of private label effectiveness more positive than actual market share*

*Private label effectiveness perceptions vary from segment to segment*

Figure 47: Private label household product quality perceptions, May 2012

*Women aged 35+ most likely to take negative view of store brand effectiveness*

Figure 48: Private label household product quality perceptions, by gender and age, May 2012

*Household income impacts private label perceptions*

Figure 49: Private label household product quality perceptions, by household income, May 2012

*Frequent purchasers most positive on private label performance*

Figure 50: Private label household product quality perceptions, by store brand user groups, May 2012

#### **PERCEPTIONS OF PRIVATE LABEL HOUSEHOLD PRODUCTS AT MAJOR RETAILERS**

##### *Key points*

*Walmart on top in value for the money*

*Target wins by a small margin in attractive packaging*

*Whole Foods Market leads in eco-friendly ratings, but green cleaning still an opportunity*

Figure 51: Perceptions of private label household products at major retailers, May 2012

*Younger shoppers have positive view of private label household cleaning products*

Figure 52: Perceptions of private label household products at major retailers, by age, May 2012

*Costco scores well on effectiveness among affluent consumers*

Figure 53: Perceptions of private label household product overall effectiveness at major retailers, by household income, May 2012

#### **ATTITUDES TOWARD PRIVATE LABEL HOUSEHOLD PRODUCTS**

##### *Key points*

*Quality and selection of store brands perceived to be on the rise*

*Yet, still plenty of room for improvement*

*Stronger promotion and merchandising could pay off*

*Easy on the environment and easy on the wallet, eco-friendly could boost store brands*

Figure 54: Attitudes concerning private label household products, May 2012

*Improved selection, fragrances, eco-friendly options would appeal to younger shoppers*

Figure 55: Attitudes concerning private label household products, by age, May 2012

*Most frequent store brand shoppers may be best prospects for incremental sales*

Figure 56: Attitudes concerning private label household products, by number of segments where store brand is purchased all or most of the time, May 2012

#### **IMPACT OF RACE/HISPANIC ORIGIN**

##### *Key points*

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### Contents

*Hispanics especially likely to purchase private label household products*

Figure 57: Purchase of private label household products, at least about equally with name brands, by race/Hispanic origin, May 2012

*Hispanics have the potential to be loyal store brand shoppers*

Figure 58: Household products shopping behaviors frequency users, by race/Hispanic origin, May 2012

*Store brand perceptions rising, but name brands likely to be seen as worth extra money*

Figure 59: Attitudes concerning private label household products, by race/Hispanic origin, May 2012

### **HOUSEHOLD CARE SEGMENTATION**

Figure 60: Household care segments, May 2012

*Disengageds*

Demographics

Approach to household care

Attitudes and behaviors concerning private label household products

Opportunity

*Easy Greens*

Demographics

Approach to household care

Attitudes and behaviors concerning private label household products

Opportunity

*Super Cleaners*

Demographics

Approach to household care

Attitudes and behaviors concerning private label household products

Opportunity

*Cluster characteristic tables*

Figure 61: General household care attitudes—strongly agree, by household care segments, May 2012

Figure 62: Purchase of private label household products, by household care segments, May 2012

Figure 63: Store brand usage groups, by household care segments, May 2012

Figure 64: Retailers where household products are purchased most often, by household care segments, May 2012

Figure 65: Retailers where household products are also purchased, by household care segments, May 2012

Figure 66: Household products shopping behaviors, by household care segments, May 2012

Figure 67: Private label household products usage behaviors, by household care segments, May 2012

Figure 68: Private label household product quality perceptions, by household care segments, May 2012

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### Contents

Figure 69: Attitudes concerning private label household products, by household care segments, May 2012

*Cluster demographic tables*

Figure 70: Household care segments, by demographic, May 2012

*Segmentation methodology*

#### **APPENDIX—OTHER USEFUL TABLES**

Figure 71: Retailers where household products are purchased, May 2012

Figure 72: Retailers where household products are purchased most often, by age, May 2012

Figure 73: Retailers where household products are purchased most often, by household income, May 2012

Figure 74: Retailers where household products are purchased most often, by household size, May 2012

Figure 75: Retailers where household products are purchased, by race/Hispanic origin, May 2012

#### **APPENDIX—TRADE ORGANIZATIONS**

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