

Cleaning the House - US - June 2013

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“Housecleaning is a time-consuming but emotionally satisfying task that consumers view as important not only in making their homes presentable but also in keeping their families healthy. While housecleaners express interest in products that make cleaning faster and more efficient, they are more likely to prioritize cleaning effectiveness.”

– John Owen, Senior Household Analyst

In this report we answer the key questions:

- What motivates consumers to clean the house?
- Quick and easy vs. thorough and regular
- Housecleaning and health closely associated
- Could marketers encourage men to do a greater share of the cleaning?

In spite of ever-present time pressures, homeowners and renters continue to devote a significant amount of time over the course of a week to housecleaning. Cleaning, however, is more likely to happen a little at a time, as time allows, rather than all at once in a thorough top-to-bottom cleaning. While opportunities exist for products that save time and effort, consumers still place importance on getting the job done right. Disinfection is as important as ever, and there is increasing recognition of the connection between housecleaning and health. For marketers and retailers, these insights and others provide opportunities for creating closer connections with housecleaning consumers.

his report examines consumer attitudes and behaviors toward housecleaning, including the amount of time people spend doing housecleaning, their approach to housecleaning overall as well as to individual cleaning tasks, and their preferences in cleaning product attributes and benefits. The following cleaning tasks are covered:

- cleaning the kitchen (i.e., countertop, stovetop, tiles)
- cleaning the oven
- vacuuming the floors
- mopping/sweeping floors
- polishing/dusting items
- cleaning the bathroom (i.e., bath, sinks, tiles)
- toilet cleaning
- window cleaning
- cleaning upholstery/fabrics.

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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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