

# Household Hard Surface Cleaning and Care Products - China - December 2013

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“With the population and economy growing, use of household cleaning products is also expected to expand. To take advantage of this, both domestic and foreign manufacturers are racing to build plants in China to establish their strategic footholds.”  
– Lui Meng Chow – Research Analyst

## This report looks at the following areas:

- How can manufacturers, retailers and brands target different consumers?
- What can companies and brands do to improve product usage?
- What are the extra benefits that companies and brands can use to target consumers to meet their cleaning needs?
- What can manufacturers, retailers and brands do to close the gap?

The Chinese household cleaning supply industry has experienced tremendous growth in the past decade. At present, the country's household hard surface care and cleaning products market is the second-largest worldwide after the US. Yet, there is still huge growth potential because of its largely untapped nature. Home ownership, and that of household appliances and furniture, among urban consumers has been increasing rapidly, especially amongst middle class consumers.

Furthermore, increasing urbanisation even in lower tier cities such as tier three and four ones also improves the economy of their nearby rural populations. More working opportunities are being offered with much higher pay, and with increasing wealth, consumers are looking to improve their living conditions, such as their personal and home environment hygiene, and are even starting to demand more specialised cleaning products, or products with extra benefits.

With the population and economy growing, use of household cleaning products is also expected to expand. To take advantage of this, both domestic and foreign manufacturers are racing to build plants in China to establish their strategic footholds.

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