

Cleaning for the Family - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”

Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Making the most disliked cleaning tasks less of a chore
- Product categories that should increase their focus on families
- Implications of health and hygiene concerns for the market

Families with dependent children are the most important group to target for household cleaning brands as they tend to be larger households and, due to the presence of children, have more cleaning to do. They are therefore more likely to use up cleaning products quickly, so are more frequent shoppers for these products. Their busy lifestyles also give convenient solutions added appeal.

Added to this, parents, especially those with younger children, have more concerns relating to health and hygiene issues and need to be reassured that the products they are using are the best for safeguarding the health of them and their family. This means companies face a challenge in striking a balance between offering powerful and effective cleaners and products that are family-friendly.

This report looks at how frequently different cleaning tasks take place in families, who takes responsibility for various cleaning jobs, which cleaning tasks families dislike doing the most, attitudes towards health and hygiene in the family home and shopping behaviour. It also compares responses between families and other groups to highlight key differences in behaviour and attitudes.

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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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