

## Cleaning the Bathroom - UK - April 2015

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“Brands in bathroom and toilet cleaning can focus more strongly on promoting a ‘healthy’ bathroom in the widest sense, in terms of germ-free surfaces, better air quality and improving people’s emotional wellbeing by making the bathroom a sanctuary that appeals to the senses.”  
– Richard Caines, Senior Household Care Analyst

### This report looks at the following areas:

- Aspects of bathroom/toilet cleaning likely to influence new campaigns
- Opportunities to add value with product development
- Impact of behaviour and attitudes on bathroom and toilet cleaning

Bathroom and toilet cleaning is the most important element of household cleaning in terms of its contribution to sales, with a wide range of different products used. These include bath and shower cleaners, toilet cleaners and toilet fresheners, all of which will be used almost exclusively in the bathroom/toilet, but also all-purpose/multipurpose surface cleaners, bleaches and disinfectants, limescale removers, drain care products and mould and mildew removers that may be used in other rooms.

This report looks at how frequently different products are used for cleaning the bathroom/toilet, the importance of different aspects of bathroom/toilet cleaning, factors most important when choosing what products to buy, and product features most likely to encourage purchasing of a particular product. It also looks at cleaning behaviour and attitudes towards the bathroom that might influence product development and promotional activity going forward.

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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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## Trend Application

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### Key points

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### Key points

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