

Cleaning the Kitchen - UK - March 2015

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“With more kitchens therefore being kitchen/dining/living rooms, odour elimination and longer-lasting freshening is likely to be more important. This could help to drive sales of kitchen-specific products that as well as cleaning surfaces get rid of cooking and food smells to improve the general ambience of flats – where space is limited – with appealing scents.”
– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Increasing frequency of kitchen cleaning to increase sales
- Focusing on hygiene and a healthy kitchen
- Opportunities for added-value kitchen cleaners

A number of different cleaning tasks takes place in the kitchen, ranging from jobs done very frequently such as cleaning worktops, the hob and sink/draining board to those that most people do once a month or less, such as cleaning the oven or fridge. A number of different formats of hard surface cleaner are used for cleaning the kitchen, but for many tasks soapy water and a cloth is the preferred option.

Hard surface cleaners widely used for cleaning the kitchen include kitchen cleaners, oven and hob cleaners and other specialist cleaners, which will be used almost exclusively in the kitchen, but also all-purpose/multipurpose cleaners that may be used in other rooms in the home. These categories accounted for combined sales of £274 million in 2014, but grew less than 1% from 2013.

This report looks at the performances of the different product categories that relate to kitchen cleaning, how frequently different tasks take place, what products are used for different tasks and interest in products with different features/benefits for cleaning the kitchen. It also looks at attitudes towards the kitchen that might influence product development and promotional activity going forward.

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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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