

## The Green Household Consumer - UK - August 2015

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

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"Performance and price dominate consumer considerations when it comes to shopping for household care products, with other factors, including environmental impact, falling by the wayside. A focus on the potential health benefits of eco-friendly formulations in addition to their minimal impact on the environment could help to drive consumer interest and engagement in this market."

– Jack Duckett, Consumer Lifestyles Analyst

### This report looks at the following areas:

- Engaging the senior market
- Transcending cost concerns
- Whose responsibility is the environment?

Consumers have increasingly embraced eco-friendly household care products in recent years, largely due to growing concerns over the toxicity of regular products and their consequential impact on both the environment and health. However, the typically higher price of eco-friendly products and concerns over how effective they are compared to regular products remain major obstacles for the market.

Mintel data shows that consumers are largely keen to pass the buck when it comes to the environment, preferring to hold brands and manufacturers responsible rather than taking responsibility themselves. On the flip side, only a very small proportion of consumers believe that they have no role to play in protecting the environment, highlighting the significant opportunity that remains open for eco-friendly brands.

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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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## Table of Contents

### Overview

- What you need to know
- Products covered in this report

### Executive Summary

- Over two in five adults use an eco-friendly household care product
  - Figure 1: Usage of eco-friendly cleaning products vs regular cleaning products, by cleaning task, April 2015
- Price remains significant obstacle for the market
  - Figure 2: Barriers to usage of eco-friendly cleaning products, April 2015
- Low ranking for environmental considerations
  - Figure 3: Factors considered when purchasing household care products, April 2015
- Sharing responsibility for the environment
  - Figure 4: Attitudes towards the environment and household care, April 2015
- Tapping into healthy lifestyles trend
  - Figure 5: Attitudes towards the environment and household care (cont.), April 2015
- What we think

### Issues and Insights

- Engaging the senior market
  - The facts
  - The implications
- Transcending cost concerns
  - The facts
  - The implications
- Whose responsibility is the environment?
  - The facts
  - The implications

### The Market – What You Need to Know

- Recycling rates flatline
- Consumer sentiment towards finances remains buoyant
- Phosphates out
- Steam cleaners pose threat to eco-friendly brands

### Market Drivers

- Recycling rates stall
  - Figure 6: Household waste recycling rate in England, 2000/01-2013/14
- Growing consumer confidence
  - Figure 7: Trends in how respondents would describe their financial situation, March 2010-May 2015
- Attitudes towards germs

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Figure 8: Any agreement with statements about germs and hygiene, November 2013

Phosphates phase out

Steam cleaners could pose a challenge to eco-brands

Figure 9: Usage of steam cleaning devices, July 2014

## Key Players – What You Need to Know

Environmentally-friendly remains the top claim in household care market

Repackaging reinforces USP

Smart technology-inspired terminology moves into household care

Refillable products on the increase

Eco-friendly brands appeal to parents

## Launch Activity and Innovation

Half of all product launches carry environmentally-friendly claims

Figure 10: Selected claims carried by products on launches in household care category^, January 2012-June 2015

New players in the eco-friendly market

Figure 11: Examples of You by Salvaco range (Mapa Spontex), 2014

Ecover repackages product range

Figure 12: Ecover repackaging, 2015

Method taps into smart technology claims

Figure 13: Method Lavender Cedar Laundry Liquid, 2014

Refillable household care product launches rise in 2014

Eco-friendly = child-friendly

## The Consumer – What You Need to Know

Eco-friendly vs regular cleaning products

Young adults most engaged with eco-friendly household care market

Opportunity to raise awareness of eco-friendly market

Just one in five consider environmental impact of products

Updating natural ingredient claims

Sharing responsibility for the environment

Emphasising the health benefits of going green

## Usage of Eco-friendly Household Care

Over two in five adults use an eco-friendly product when carrying out household chores

Figure 14: Usage of eco-friendly cleaning products vs regular cleaning products, by cleaning task, April 2015

The health benefits of going green appeal to parents

Figure 15: Usage of eco-friendly cleaning products (any task) and agreement with the statement "I am concerned about the impact chemicals in cleaning products have on my health/my family's health", by presence of own children, April 2015

Water contamination drives environmental concern

Raising awareness of eco-friendly products in the specialist cleaning segment

Figure 16: Specialist cleaning product launches by Ecover and its subsidiaries, 2014-15

Younger adults prove biggest users of eco-friendly cleaning products

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Figure 17: Usage of eco-friendly cleaning products vs regular cleaning products, any task, April 2015

## Barriers to Using Eco-friendly Household Care

Price remains the main barrier for eco-friendly cleaning products market

Figure 18: Barriers to usage of eco-friendly cleaning products, April 2015

Older adults prove most concerned over product efficacy

Figure 19: Selected barriers to usage of eco-friendly cleaning products, by age, April 2015

Opportunity for more in-store engagement

Figure 20: Tesco eco-friendly section, February 2015

## Purchasing Considerations

Just one in five consider environmental impact of products

Figure 21: Factors considered when purchasing household care products, April 2015

Eco-friendly product users swayed by well-known brands

Figure 22: Factors considered when purchasing household care products, by usage of eco-friendly/regular cleaning products, April 2015

Putting pets first

Figure 23: Method "Pet Friendly" slogan, March 2015

## Eco-friendly Product Indicators

Natural ingredients the most common indicator of a green product

Figure 24: Eco-friendly product indicators, April 2015

Packaging recyclability

Not tested on animals important to nearly a third of shoppers

Opportunity to expand skin-friendly claims

## Environmental Attitudes

Sharing responsibility for the environment

Figure 25: Attitudes towards the environment and household care, April 2015

Just 15% agree that eco-cleaning products are worth the extra cost

Over three in 10 worry about the impact of household cleaning products on the environment

Figure 26: Attitudes towards the environment and household care (cont.), April 2015

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

## Appendix – The Consumer

Figure 27: Selected skin-related claims carried by household care^ products, 2014

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