

## Floor Cleaning and Care - UK - November 2015

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“Continuing innovation combined with a willingness among consumers to pay more for added features or buy secondary products in addition to their main vacuum cleaner have helped to drive strong growth in floor care sales.”  
– Richard Caines, Senior Household Care Analyst

### This report looks at the following areas:

- Cordless units set to change the face of the market
- New EU labelling will help guide consumer choice
- The impact of steam cleaners on the rest of the floor care market
- Marketing floor cleaning and care products by specific benefits

Growth in vacuum cleaner sales has been driven by consumers trading up to higher-priced models and buying secondary products to use in addition to the main vacuum cleaner.

Innovation in the vacuum cleaners market has also helped sales, with leading manufacturers developing a wider range of models to target different needs and lifestyles. New EU regulations on limiting the power of vacuum cleaners are also driving a bigger focus on energy efficiency, while the popularity of steam cleaners in recent years has impacted on sales of other floor care products.

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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

- Vacuum cleaners drive growth in floor care
  - Figure 1: Best- and worst-case forecast of UK retail sales of vacuum cleaners, steam cleaning devices, other floor cleaning equipment and floor cleaners and polishes, 2010-20
- Cordless ranges and convenience a big focus of NPD activity
- Dyson and Samsung have strongest brand associations
  - Figure 2: Attitudes, by brand, July 2015
- Nearly three in 10 people bought a vacuum cleaner
  - Figure 3: Ownership and purchasing of different types of vacuum cleaner and steam cleaners, July 2015
- Suction power and ease of use key vacuum cleaner features
  - Figure 4: Features influencing choice of new vacuum cleaner, July 2015
- Matching consumer needs to products more easily
  - Figure 5: Buying behaviour when purchasing last vacuum cleaner, July 2015
- Increasing the frequency of cleaning hard flooring
  - Figure 6: Usage of different types of product for cleaning hard flooring, by frequency, July 2105
- Sales of cleaning fluids under threat from steam cleaning
  - Figure 7: Attitudes towards floor cleaning and care, July 2015
- What we think

### Issues and Insights

- Cordless units set to change the face of the market
  - The facts
  - The implications
- New EU labelling will help guide consumer choice
  - The facts
  - The implications
- The impact of steam cleaners on the rest of the floor care market
  - The facts
  - The implications
- Marketing floor cleaning and care products by specific benefits
  - The facts
  - The implications

### The Market – What You Need to Know

- Strong growth in floor care sales
- Hand sticks lead increase in sales

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Steam cleaners impacting on other floor care products  
 Retail distribution of vacuum cleaners changing  
 Further growth in floor care sales can be expected  
 Targeting a range of consumer needs and lifestyles

## Market Size and Forecast

### Strong growth in floor care sales

Figure 8: UK retail value sales and forecast of vacuum cleaners, steam cleaning devices, other floor cleaning equipment and floor cleaners and polishes\*, at current and constant prices, 2010-20

### Innovation in response to changing EU standards

Figure 9: Best- and worst-case forecast of UK retail sales of vacuum cleaners, steam cleaning devices, other floor cleaning equipment and floor cleaners and polishes, 2010-20

## Segment Performance

### Strong growth in vacuum cleaner sales

Figure 10: Breakdown of UK retail value sales of floor cleaning and care products, by segment, 2012-15

### A long run of sales growth for vacuum and steam cleaners

Figure 11: UK retail value sales and forecast of vacuum cleaners and steam cleaning devices, at current and constant prices, 2010-20

### Strong activity in cordless NPD drives value sales

Figure 12: Breakdown of UK retail value sales of vacuum cleaners and steam cleaning devices, by product type, 2012-15

### Multi-vacuum households a boost to the category...

...whilst interest in steam cleaning slows down

## Channels to Market

### Changing retail market for vacuum cleaners

Figure 13: UK retail value sales of vacuum cleaners and steam cleaning devices, by outlet type, 2013-15

### Grocery multiples dominate sales of other floor care products

Figure 14: UK retail value sales of other floor care equipment\*, floor cleaners and polishes, and carpet and upholstery cleaners, 2013-15

## Market Drivers

### More households will help drive floor care sales

Figure 15: UK households, by size, 2010-20

Figure 16: Number of bedrooms, by all households in England, 2009/10-2013/14

### Ageing population a good target for floor care companies

Figure 17: Trends in the age structure of the UK population, 2010-20

### Pet owners important target for floor care brands

Figure 18: Pet ownership, May 2015

### Allergy sufferers also need catering for

Figure 19: Ailments suffered, November 2013

### Wide variation in frequency of floor cleaning

Figure 20: Frequency of doing different cleaning tasks in families, October 2014

### New EU regulations and vacuum cleaner labelling

## Key Players – What You Need to Know

Innovation Dyson's number one strength

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Bosch strong for performance, but others need to increase engagement

Increase in advertising support for vacuum cleaners

Cordless ranges lead NPD activity

Improving ease of use and dust filtration

Robotic cleaners gaining a small but growing presence

Increase in convenience claims in floor cleaning

## Market Share

Vileda leading non-powered floor cleaning brand

Figure 21: Brands' value shares in floor cleaners, floor polishes, floor cleaning tools and tool kits, years ending October 2014 and 2015

Vanish dominates in carpet cleaners

Figure 22: Brands' value shares in carpet cleaners, years ending October 2014 and 2015

## Brand Research

Brand map

Figure 23: Attitudes towards and usage of selected brands, July 2015

Key brand metrics

Figure 24: Key metrics for selected brands, July 2015

Brand attitudes: Dyson stands out as most innovative brand

Figure 25: Attitudes, by brand, July 2015

Brand personality: Vax's wide product range makes its product accessible

Figure 26: Brand personality – Macro image, July 2015

Dyson has strong association with high performance

Figure 27: Brand personality – Micro image, July 2015

Brand analysis

Samsung the most trusted brand

Figure 28: User profile of Samsung, July 2015

Bosch strong on performance attributes

Figure 29: User profile of Bosch, July 2015

Dyson leads on innovation

Figure 30: User profile of Dyson, July 2015

Miele has a good reputation despite low usage

Figure 31: User profile of Miele, July 2015

Vax seen as an accessible brand

Figure 32: User profile of Vax, July 2015

SEBO suffers from lack of usage experience

Figure 33: User profile of SEBO, July 2015

AEG lacks differentiated image

Figure 34: User profile of AEG, July 2015

Hoover can use nostalgic, family image

Figure 35: User profile of Hoover, July 2015

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## Brand Communication and Promotion

### Significant increase in advertising support

Figure 36: Recorded above-the-line, online display and direct mail total advertising expenditure on vacuum cleaners and carpet sweepers, 2011-15

### Gtech and Dyson represent over half of 2014 spending

Figure 37: Recorded above-the-line, online display and direct mail total advertising expenditure on vacuum cleaners and carpet sweepers, by leading advertisers, 2011-15

Figure 38: Recorded above-the-line, online display and direct mail total advertising expenditure on vacuum cleaners and carpet sweepers, by top 10 campaigns, 2014

### TV advertising dominates

Figure 39: Recorded above-the-line, online display and direct mail total advertising expenditure on vacuum cleaners and carpet sweepers, by media type, 2011-15

### Other floor care advertising limited

### Coverage/methodology clarification

## Launch Activity and Innovation

### Electrical units and floor cleaning equipment

### Cordless ranges a major focus of NPD

### Improving reach and ease of use

### Picking up pet hair and improving dust filtration

### Carpet cleaning and robotic cleaners

### Vileda increases electricals presence

### FMCG floor care

### Increase in number of floor care and upholstery/carpet care launches

Figure 40: New product launches in the UK floor care and carpet care market, by sub-category, 2011-15

### Launch activity dominated by branded products

Figure 41: New product launches in the UK floor care and carpet care market, % by own-label vs. branded, 2011-15

### More floor wipes for quick cleans or small rooms

Figure 42: Examples of launches of cleaning wipes in the UK floor care market, 2014 and 2015

### Floor cleaning liquids for shine, protection and extra freshness

Figure 43: Examples of product launches in the UK floor care market – Hard floor cleaners, 2014 and 2015

### Carpet cleaners for stains and odours

Figure 44: Examples of product launches in the UK floor care market – Carpet cleaners, 2014 and 2015

### Big focus on convenience claims

Figure 45: New product launches in the UK floor care and carpet care market, % by claim (based on top claims for 2014), 2011-15

Figure 46: Examples of product launches in the UK floor care and carpet care market making convenience claims (ease of use or time/speed), 2014 and 2015

### Killing germs and odour elimination also important

Figure 47: Examples of product launches in the UK floor care and upholstery/carpet care market making environmentally friendly product claims, 2014 and 2015

## The Consumer – What You Need to Know

### Carpet most popular but hard/smooth flooring also important

### High level of purchasing of vacuum cleaners

### Key features are suction power and ease of use

### Versatility more important than energy efficiency

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- Online research helping purchase decisions
- Opportunity to increase frequency of cleaning hard flooring
- Steam cleaning a threat to sales of cleaning fluids
- Increasing automation can add interest to floor care market
- Putting a focus on compact and time-saving products

### Types of Flooring in Different Rooms of the Home

Carpet most popular choice in majority of rooms

Figure 48: Types of floorcovering found in different rooms of the home, July 2015

Hard/smooth flooring for kitchens and bathrooms

Number of rooms with carpet reflects size of homes and differing preferences

Figure 49: Repertoire of number of rooms with carpet, July 2015

Figure 50: Repertoire of number of rooms with laminate flooring, July 2015

Figure 51: Repertoire of number of rooms with other types of hard/smooth flooring, July 2015

### Ownership, Purchasing and Usage of Floor Care Equipment

Vacuum cleaner ownership almost universal

Figure 52: Ownership and purchasing of different types of vacuum cleaner, July 2015

A third of people own more than one type of vacuum cleaner

Figure 53: Number of different types of vacuum cleaner owned, July 2015

Steam cleaning devices seen in nearly three in 10 homes

Figure 54: Ownership and purchasing of different types of other floor care equipment, July 2015

Carpets the focus for vacuum cleaning

Figure 55: Usage of different types of vacuum cleaner on carpets and hard flooring, July 2015

Figure 56: Usage of different types of other floor care equipment on carpets and hard flooring, July 2015

### Features Influencing Choice of Vacuum Cleaner

Suction power, pets and allergies

Figure 57: Features influencing choice of new vacuum cleaner, July 2015

Ease of use and better reach other key features

Suitability for hard and soft surfaces

Improving energy efficiency and reducing noise

Figure 58: Features influencing choice of new vacuum cleaner – Energy efficiency and noise reduction, by age, July 2015

### Buying Behaviour for Vacuum Cleaners

Online research an important element of buying process

Figure 59: Buying behaviour when purchasing last vacuum cleaner, July 2015

Emphasising the importance of multichannel retailing

Figure 60: Buying behaviour when purchasing last vacuum cleaner, by age, July 2015

In-store sales staff can also help guide choice

Figure 61: Talking to in-store sales staff about products to help buying decision, by gender and age, July 2015

Price and advertising also have influence

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## Usage of Floor Care Products for Cleaning Hard Flooring

### Multipurpose cleaners used most widely

Figure 62: Any usage of different types of product for cleaning hard flooring, July 2015

Figure 63: Usage of different types of product for cleaning hard flooring, by frequency, July 2015

### Wipes a good option for quick cleaning of floors

Figure 64: Usage of specialist floor and multipurpose cleaning wipes, by age, July 2015

### A bucket of soapy water a popular alternative option

Less than three in 10 use floor polish

## Attitudes towards Floor Cleaning and Care

### Getting rid of germs on floors important

Figure 65: Attitudes towards floor cleaning and care, July 2015

### Cordless vacuum cleaners have opportunity for further growth

### Helping overcome barriers to floor cleaning

### Increased automation to help the physically challenged

### Carpet cleaning and freshening untapped

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

Fan chart forecast

Brand research

Brand map

Correspondence analysis

## Appendix – The Market

Figure 66: Best- and worst-case forecast for UK retail value sales of vacuum cleaners, steam cleaning devices, other floor cleaning equipment and floor cleaners and polishes\*, 2015-20

Figure 67: Best- and worst-case forecast of UK retail sales of vacuum cleaners and steam cleaning devices, 2010-20

Figure 68: Best- and worst-case forecast for UK retail value sales of vacuum cleaners and steam cleaning devices, 2015-20

Figure 69: UK retail value sales and forecast of other floor cleaning equipment, floor cleaners and polishes and upholstery/carpet cleaners, at current and constant prices, 2010-20

Figure 70: Best- and worst-case forecast of UK retail sales of other floor cleaning equipment, floor cleaners and polishes and upholstery/carpet cleaners, 2010-20

Figure 71: Best- and worst-case forecast for UK retail value sales of other floor cleaning equipment, floor cleaners and polishes and upholstery/carpet cleaners, 2015-20

## Appendix – Key Players

Figure 72: New product launches in the UK floor care market, % by top claims, 2014

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