

## Household Surface Cleaners - US - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The mature household surface cleaner market has experienced only modest growth in recent years. Still, while consumers continue to take a budget-conscious approach to shopping for household surface cleaners, they place importance on housecleaning and are as interested as ever in products that allow them to clean more quickly and effectively."

- John Owen, Senior Household Analyst

### This report looks at the following areas:

- Modest pace of growth expected to continue
- Ease-of-use, versatility nearly as important as cleaning power
- Many see disposable wipes as best suited for quick cleanups

For the purposes of this report, Mintel defines the household surface cleaner market as follows:

- All-purpose cleaner/disinfectant
- Toilet/tub/tile cleaners (abrasive tub/tile cleaner, nonabrasive tub/tile cleaner, toilet bowl cleaner, lime/rust remover)
- Specialized surface cleaners (drain cleaner, glass cleaner, spray disinfectant, oven/appliance cleaner, metal cleaner/polish)
- Household cleaner cloths
- Floor cleaners/wax removers
- Furniture polish.

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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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- Gender gap narrowing for housecleaning and purchasing of cleaning products
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