

Cleaning the House - US - June 2016

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"Cleaning the house may not be something everyone looks forward to, but it remains an essential regular task, with consumers spending an average of more than four and a half hours on housecleaning every week. Understanding consumer attitudes and behaviors regarding cleaning the house is essential for companies marketing products and services in this important sector."

Stephen Brown, Household Analyst

This report looks at the following areas:

- Cleaning is a constant
- Households are getting smaller
- No one has enough time

Definition

This Report examines consumer attitudes and behaviors toward housecleaning, including the amount of time people spend doing housecleaning, their approach to housecleaning overall as well as to individual cleaning tasks, and their preferences in cleaning product attributes and benefits. The following cleaning tasks are covered:

- Cleaning the kitchen (ie, countertop, stovetop, tiles)
- Cleaning the oven
- Vacuuming the floors
- Mopping/sweeping floors
- Polishing/dusting items
- Cleaning the bathroom (ie, bath, sinks, tiles)
- Toilet cleaning
- Window cleaning
- Cleaning upholstery/fabrics

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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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Sharing means caring
Offer value – And natural ingredients
Just for men

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