

Household Surface Cleaners - US - November 2016

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"Convenience of multi-surface cleaning and antibacterial power are the leading attributes most consumers look for in surface cleaners, but secondary benefits such as scent, packaging, and natural ingredients are important among niche groups. These attributes represent opportunities for brands to distinguish and promote products, which will be central in driving future sales."

- **Stephen Brown, Household Analyst**

This report looks at the following areas:

- Slow growth in sales of surface cleaners outpaced by inflation
- Shifting attitudes and changing household surfaces phase out laborious cleaners'
- Decline in families could further challenge category sales

Definition

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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