

Hispanics and Cleaning the House - US - April 2016

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"Hispanics' expenditures on household cleaning products have grown modestly as a result of Hispanics' attention toward value and a gradually diminishing sense of urgency for keeping their homes spotlessly clean as they become more acculturated and adopt a more casual attitude toward household cleanliness."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- There are four different Hispanic household cleaning segments
- Hispanics prioritize functional attributes when choosing what to buy
- Trust is key

This Report explains Hispanics' approach to cleaning their homes, including their involvement in cleaning chores and their attitudes toward cleaning the house and their cleaning approach, attributes they look for in cleaning products, and attitudes toward cleaning brands.

For the purposes of this Report, Mintel defines household cleaning products as surface cleaners, dishwashing products and household cleaning equipment:

- **Surface cleaners**
include 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, and furniture polish.
- **Dishwashing products**
include dishwashing liquid for hand-washing dishes, detergent for automatic dishwashers, and rinse aids for automatic dishwashers.
- **Household cleaning equipment**
includes mops, brooms, sponges, scouring pads, gloves, and other miscellaneous cleaning tools.

Electric cleaning equipment, such as vacuum cleaners, laundry/fabric care products, air refreshers, and household paper products are excluded.

Findings in this Report can be supplemented by analysis presented in Mintel's Reports: *Family Dynamics of Hispanics – US, May 2015*; *Marketing to Hispanic Moms – US, September 2015*; *Household Cleaning Equipment – US, September 2014*; *Surface Cleaners – US, November 2015*; and *Dishwashing Products – US, May 2015*.

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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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