

Cleaning in and Around the Home - UK - August 2016

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“Busy lives mean there is a balance to be struck between the amount of time it takes to clean and getting everything spotless, but leveraging the pride and emotional benefits that people feel from a clean home could help to encourage more regular cleaning.”
 – Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Overturning the image of cleaning as a chore
- Adding technology to the cleaning process
- Engaging younger groups with outside space

The average amount of time that people spend cleaning their home each week has fallen by half an hour to four hours and seven minutes since 2014. Factors including a reduction in the size of the average household, the increasing prevalence of easy-to-use multipurpose products and ever-more time-pressed consumers are likely to be impacting the amount of time people spend cleaning.

The majority of consumers tend to feel pride in a clean home, and believe it reflects positively on them; however, there is still a strong sense that cleaning is a chore. With a balance to be struck between the amount of time it takes to clean and getting a spotless home, highlighting the positive mental benefits of a clean home could help to promote more regular, and deeper, cleaning.

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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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The Market – What You Need to Know

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- Average household size falls
- Uncertainty after the EU referendum
- Rise in multipurpose products

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Urbanisation has knock-on effects for outside space

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Responsibility for Cleaning and Maintaining the Home

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