

## Black Consumers and Cleaning the House - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"A clean house is a healthy house, and many Black consumers take pride in regularly cleaning their home to maintain order and create a relaxing environment away from the outside world. Product and brand considerations, budget constraints, and routines impact Black consumers' desire and approach to cleaning the house."  
- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Identify the cleaning segments that provide the greatest opportunity
- Black consumers maintain order and clean to feel good while at home
- Multipurpose, deep cleaning is more important than scent
- Bleach-based products signal clean plus disinfectant in one
- Start with the kitchen – show relevant realistic cleaning situations

Black consumers feel good at home when their space is noticeably clean, tidy, and free from germs to create a pleasant space for themselves and their family. A clean home is a must because not only is it healthy, but more importantly, a positive reflection of their image. A housekeeping routine is the norm for most, especially if they are using multipurpose products that make cleaning easy and quick. In order to get this consumer's attention, brands must demonstrate their value and effectiveness in a competitive field.

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## Key Players – What You Need to Know

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Household structure impacts cleaning responsibility

A clean home is Black consumers' sanctuary

Most Black adults clean alone, but will enlist help if available

The kitchen is the most cleaned room in the home

Black consumers prioritize noticeable clean over scent

Everyone shops at Walmart

A clean home is a healthy home

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