

Household Surface Cleaners - US - October 2018

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

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"The household surface cleaning market is characterized by slow growth and low innovation, but there is reason for optimism. Brands are beginning to trial new formulas and formats that will enhance convenience, health, safety and the consumer experience."

- **Jamie Rosenberg, Senior Global Analyst,
Household & Personal Care**

This report looks at the following areas:

- **Category growth remains slow**
- **Private label is growing across the top segments**

The market needs to adapt to changing consumer lifestyles, where there is a strong desire to save time and reduce the health impact of cleaning the house. Improved brand transparency and recent launches that better support quick, ad hoc cleaning are steps in the right direction.

All-purpose cleaners and wipes are the category's primary growth drivers and these segments led the market to modest growth in 2018 (est). Looking ahead, Mintel predicts the category to grow by 2023.

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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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