

Shopping for Household Care Products - US - August 2019

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"The routine nature of shopping for household care products remains a challenge for category competitors, with cost, convenience and brand still dictating purchases.

Yet younger shoppers express a willingness to try new products, particularly those that meet their natural and eco-friendly interests."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- **Price, routine guides purchases**
- **Brands challenged to encourage increased spend**

While the majority of household care purchases still happen in-store, consumers continue to slowly migrate online for research and purchases, which opens opportunities for brands to get in front of and engage consumers.

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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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