

Shopping for Household Care Products Online - US - August 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Most household consumers are strictly in-store shoppers
- Many consumers still prefer the in-store experience
- Some consumers have concerns about packaging integrity



"eCommerce in household care has developed slowly compared to most other CPG categories, but that's about to change. The consumer demand to buy household products online is growing, while top brands and online retailers are becoming more proactive in developing packaging better suited for shipping."

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

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **Better late than never**
- **The issues**
- **Most household consumers are strictly in-store shoppers**
Figure 1: Buy household products online vs in-store, June 2019
- **Many consumers still prefer the in-store experience**
- **Some consumers have concerns about packaging integrity**
Figure 2: Attitudes towards online household products shopping, June 2019
- **The opportunities**
- **Household ecommerce has a strong value proposition**
Figure 3: Actual online purchase experience vs desire to buy online in the future, by product category, November 2018
- **Make ecommerce the choice for economizing consumers**
Figure 4: Reasons for buying more household products online, June 2019
- **Create packaging that is protective, standardized and environmentally friendly**
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **eCommerce is outpacing traditional retail**
- **Household products have the largest gap between desire to buy online and actual online purchase**
- **Parents will drive household ecommerce**

MARKET FACTORS

- **eCommerce is outpacing traditional retail**
- **Household products still have untapped potential online**
Figure 5: Rate of online vs in-store purchase by product category, November 2019
- **Household products have the largest gap between desire to buy online and actual online purchase**
Figure 6: Actual online purchase experience vs desire to buy online in the future, by product category, November 2018
- **Parents will drive household ecommerce**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Figure 7: Interest in bundling online purchases of household products with other categories – Any agree (net), by age of children, June 2019

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Private labels from online retailers will be a game changer
- Packaging manufacturers are starting to address the problem
- Brands using a subscription-based refill model are also driving packaging innovation
- Better shipping and more sustainable packaging
- Create a more compelling online product presentation

WHO'S INNOVATING?

- Private labels from online retailers will be a game changer
- Figure 8: Interest in buying toilet paper online if there were no shipping costs, by age and income, November 2018
- Packaging for efficient shipping is a top innovation area
 - Packaging manufacturers are starting to address the problem
 - Brands using a subscription-based refill model are also driving packaging innovation
 - Better shipping and more sustainable packaging
 - P&G's Tide is taking a cue from beverage dispensing
 - Create a more compelling online product presentation
 - Cleaning for a new baby...and a better life
 - Contextual shopping will play a growing role

THE CONSUMER – WHAT YOU NEED TO KNOW

- Younger consumers and parents shop online the most
- Mobile shopping has become a preferred method of buying online
- Smart speakers will be the next frontier in online ordering
- Amazon drives ecommerce
- Nearly half of consumers are increasing their household ecommerce
- Convenience and savings top the list for reasons for buying more online
- About one in four consumers are concerned about breakage in shipping
- Bigger discounts and reduced fees would encourage more online shopping
- Innovations for greater speed and efficiency rank highly

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Shopping for Household Care Products Online - US - August 2019



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

ONLINE SHOPPING FREQUENCY AND INTEREST IN ECOMMERCE

- **Fast growth, but much untapped potential**
Figure 9: Shopping for household products online vs in-store, June 2019
- **Younger consumers and parents shop online the most**
Figure 10: Shopping for household products online vs in-store, by age, June 2019
Figure 11: Shopping for household products online vs in-store, by age of children, June 2019
- **Parents are the segment that most wants to switch to ecommerce**
Figure 12: Experience and future intention to buy household products online, by parental status, June 2019
- **Consumers choose paper and aircare the most for home delivery**
Figure 13: Shopping behavior by household care category, June 2019

DEVICE USAGE

- **Mobile shopping has become a preferred method of buying online**
Figure 14: Internet connected device – Personal and household ownership, by generation, May 2018
Figure 15: Buy household products with a smartphone, by age, June 2019
- **Smart speakers will be the next frontier in online ordering**
Figure 16: Online purchase of household products by device usage, June 2019

ONLINE CHANNELS SHOPPED

- **Amazon drives ecommerce**
Figure 17: Online purchase of household products by channel, June 2019
- **Higher-income shoppers are more likely to shop Amazon and online warehouse stores**
Figure 18: Online purchase of household products by channel, by age and income, June 2019

DRIVERS OF ONLINE SHOPPING

- **Nearly half of consumers are increasing their household ecommerce**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Shopping for Household Care Products Online - US - August 2019



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: Change in online shopping compared to last year, household products vs all ecommerce, June 2019 and November 2018

- **Who is increasing their online purchases?**
- **Consumers under age 55 are increasing online purchases at roughly the same rate**

Figure 20: Change in online household product shopping compared to last year, by age, June 2019

- **Middle-class consumers are also buying more online**

Figure 21: Change in online household product shopping compared to last year, by household income, June 2019

- **Parents of older children are increasing online purchases the most**

Figure 22: Change in online household product shopping compared to last year, by age of children in the house, June 2019

REASONS FOR SHOPPING ONLINE MORE OFTEN

- **Convenience and savings top the list for reasons for buying more online**

Figure 23: Reasons for buying more household products online, June 2019

ATTITUDES AND BEHAVIORS TOWARD SHOPPING ONLINE

- **It's still important to see products in person**

Figure 24: Attitudes toward online household product shopping, June 2019

- **Older consumers like to see products before buying; younger consumers like the in-store experience**

Figure 25: Attitudes toward in-store shopping, by age, June 2019

- **About one in four consumers are concerned about breakage in shipping**

Figure 26: Concerned about failed packaging, by age, June 2019

- **Younger consumers are more experimental online shoppers**

Figure 27: Habitual vs experimental household product shoppers, by age and gender, June 2019

- **Finding the deal is the top online behavior**

Figure 28: Online shopping behaviors, June 2019

Figure 29: Online vs in-store shopping behaviors, June 2019

- **Online retail is used for both stocking up and filling in**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Shopping for Household Care Products Online - US - August 2019



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Stock-up vs fill-in shopping online, by age and income, June 2019

FACTORS THAT WOULD ENCOURAGE MORE ONLINE SHOPPING

- **Bigger discounts and reduced fees would encourage more online shopping**

Figure 31: Factors that would encourage more online shopping, June 2018

- **Pocketbook-related factors are the most actionable for online retailers**

Figure 32: TURF Analysis – Factors that would encourage more online shopping, June 2019

- **Methodology**

INTEREST IN INNOVATIONS

- **Innovations for greater speed and efficiency score highly**

Figure 33: Interest in innovations, June 2018

- **Children drive interest in convenience innovations**

Figure 34: Interest in innovations – Strongly agree, by age of children, June 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.