

# Natural Household Consumer – US – 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the natural household market.
- How the pandemic recession's growing income divide will create both threats and opportunities for natural products
- Innovation strategies for the recovery
- How natural brands can create common ground to appeal to both mainstream-dominant and natural-dominant consumers

The COVID-19 pandemic shook up the household market. Natural-dominant consumers embraced disinfectants to stay ahead of the virus, while mainstream-dominant consumers gained exposure to natural products when their regular brands were out of stock. This dynamic exposed more consumers to natural cleaners. Today, 24% of all consumers and 36% of parents of children aged five and under say they will increase their natural product usage after the pandemic.

Consumers also express high interest in natural disinfectants, and this suggests an opportunity for brands to make wellness more central to their strategies. Yet the market structure for natural products is also changing. Natural launches from big brands mean that the green niche can't survive on natural status alone. These brands will have to innovate so that natural formulas make homecare faster and more convenient.



“As the COVID-19 pandemic significantly impacted people's lives and livelihoods, many took stock of what's truly important in life. While Mintel predicts a renewed focus on sustainability, the recovery will see less polarization between these historically opposed homecare formats and greater diversity in the average American pantry.”  
– Jamie Rosenberg, Senior Global Analyst

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