

# COVID-19 and Household Care: A Year On - UK - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the household care market size and forecast.
- How the pandemic and subsequent economic disruption has influenced consumer behaviour.
- The changes in household care behaviour that COVID-19 has encouraged.
- The impact of the pandemic on the price that people are prepared to pay for household care products.
- What consumers expect their future household care behaviours to look like compared with prior to the pandemic.

The COVID-19 pandemic is going to have a long-lasting and far-reaching influence on the way that consumers look after their home, and they will not immediately return to the way they looked after their homes before the pandemic. 36% of household care buyers/users expect to clean frequently touched surfaces more than they did before, while 30% will prioritise disinfection more than they did prior to the pandemic.

The future of the household care market will be strongly influenced by the rate at which the COVID-19 virus threat and social restrictions that have dominated society over the last year are eased. Brands therefore have a limited amount of time to fully engage consumers during this period of higher involvement with the category. Younger consumers in particular are being more experimental and are learning more about products and brands than ever before.



“COVID-19 has undoubtedly been a boost for the household care category, as the threat of the virus and the need to stay at home has created more homeware occasions. The challenge for brands in this category is to ensure that engagement remains high even when the immediate need diminishes in a post-pandemic world.”

– Richard Hopping, Senior Household Care and Brand Analyst

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- **The shift online will be permanent for some**
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