

# Cleaning the House - US - April 2021

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## This report looks at the following areas:

The COVID-19 pandemic has forced unprecedented changes to consumers' cleaning habits. They're taking cleaning more seriously, cleaning more frequently and growing their skills and knowledge about germs. With this, brands have a unique opportunity to attract new consumer segments and launch innovation for a more engaged consumer base wanting enhanced convenience, sustainability and products that extend into wellness.

### Key issues covered in this Report:

- COVID-19 has had an impact on consumer cleaning behavior.
- Market opportunities: Reach out to new consumer segments; launch new innovation for a more engaged consumer base; broaden the focus into wellness.
- Category sales surge has made competition more dynamic.
- Consumers are cleaning more often, and doubly so for parents.



"In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell, describes both the current state of cleaning the house and the potential that lies ahead."

– Jamie Rosenberg, Senior Global Analyst, Household and Personal Care

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- **Automation will become more accessible**
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