

# The Green Household Care Consumer – UK – 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the eco-friendly household care market.
- Launch activity and innovation opportunities for 2021 and beyond.
- Types of regular and eco-friendly household care products bought.
- Change in purchases of eco-friendly household care products bought.
- Important purchase drivers for regular and eco-friendly household care products.
- Interest in eco-friendly product concepts.
- Attitudes towards eco-friendly household care products.

The coronavirus outbreak and fears over contagion triggered an unprecedented focus on home hygiene and product efficacy in eliminating dangerous pathogens. Of all household care product shoppers, 56% agree that the COVID-19 outbreak has made disinfection claims more important than eco-friendly ones.

However, the pandemic has also created new growth opportunities for eco-friendly household care brands as it has encouraged consumers to aspire to healthier and more sustainable lifestyles and boosted demand for earth-friendly homecare solutions. Of all eco-friendly household care product buyers, 35% are buying more eco-friendly household care products than they were 12 months prior.

While rising green sentiments indicate a bright future for eco-friendly household care brands, consumers are developing a more accurate understanding of environmental topics and over-exposure to ethical and environmental claims is generating questions around the authenticity of companies' green pledges. As 70% of household care product shoppers agree that brands should provide more proof of their eco-friendly claims, it is key for brands to go beyond on-pack claims and provide transparent information around the environmental impact of production methods and industry practices.



"Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands."

**– Emilia Tognacchini, Brand and Household Care Research Analyst**

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Although 29% of household care product shoppers agree that it is acceptable for eco-friendly household care products to be more expensive, savvy and price-oriented shopping behaviours drive purchase in the homecare category. Eco-friendly household care brands that shift their narratives from pure environmental sustainability into value and product performance will have a better chance to resonate with consumers from different age and socio-economic groups and boost their market penetration in the next normal.



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