

# Household Cleaning Equipment - UK - July 2011

Report Price: £1750 / \$2800 / €1950



"In a market where own-brand purchases are most common and price is the major factor influencing the choice of cleaning cloths, brands face a challenge in encouraging shoppers to pay a bit more for their products. Durability presents the best scope for encouraging shoppers to pay a little bit more by highlighting saving money in the long run and benefits to the environment of throwing fewer cloths away."

– Richard Caines, Senior Household Care Analyst

## In this report we answer the key questions:

- How much does price influence purchases of cleaning equipment?
- What is the balance between brands and own-brands in the market?
- To what extent do consumers care about performance?
- How will changing demographics impact on the market?
- Does disposability help to drive regular replacement?

## Definition

The report examines the retail market for household cleaning equipment, including the following product categories:

- cleaning cloths, sponges and wipes
- scouring products
- gloves, including household, disposable and tough gloves
- dusters, including duster cloths, fluffy and feather dusters
- dish brushes
- floor cleaning, including mops, refills, buckets/wringers, brooms, scrubbing brushes, and dustpan and brushes.

This market definition excludes disposable wipes and antibacterial cleaning wipes, which will be covered in Mintel's Household Hard Surface Cleaning and Care Products – UK, December 2011 report.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel's Household Goods deflator.

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