

Cleaning the House - UK - January 2011

Report Price: £1500 / \$2310 / €1793

What is this report about?



People in British households derive a high level of satisfaction from having a clean and tidy home and, even if they do not see themselves as particularly house-proud or dislike doing housework, they are likely to be pleased with the results. The amount of time spent on household chores is, however, highly variable, influenced by pressures on time, household size and individual standards of cleanliness.

Growth in the population, but more so the increase in the number of households, will mean more sales of a range of household care products, including those used for doing the laundry, dishwashing and a range of other cleaning tasks throughout the home. To achieve higher value growth in sales though, manufacturers will need to encourage a greater number of purchases of added-value products.

What have we found out?

- Focusing marketing on protecting prized possessions and prolonging their life would help encourage more purchasing of specialist cleaning products for the home by men. Seven in ten women, compared to three in ten men, do most of the cleaning in their households.
- Making the home an inviting place for guests in terms of an atmosphere that looks and smells nice will help sales of household care products, as entertaining at home continues to be an important theme. Four in ten people always clean or tidy their home before guests arrive.
- Four in ten people see cleaning the house as a good form of exercise, indicating the degree to which health and fitness has permeated the consumer consciousness. There is scope for brands to tap into this frame of mind, and to really mine the idea that cleaning is a good – and convenient – workout.
- One challenge is the conflict between people wanting a clean and tidy home, but not being prepared to spend a lot of time on household cleaning. While four in ten people would describe themselves as house-proud, over half say they can always find better things to do with their time than cleaning.
- Taking pride in the home is a strong emotion and advertising messages should focus on avoiding the embarrassment of a dirty home through using high-performance, quick-action products. Four in ten people are sometimes embarrassed by the state of their home.
- Promotions for new cleaning products need to be flexible enough to appeal to a wide range of households. The trial of a new cleaning product is most likely to be encouraged by money-saving offers, which account for five out of the top six factors that would encourage purchasing.

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