

Household Surface Cleaners - US - December 2012

Scope and Themes



“While an economizing mindset sets the tone for much of the category, surface cleaner purchasers are motivated by more than just price. Surface cleaners that facilitate quick and easy cleanups continue to gain in popularity as do products offering fresh approaches to tough cleaning problems. In addition, consumers are placing more importance on disinfection, strengthening the connection between housecleaning and health.”

– John Owen, Senior Household Analyst

In this report we answer the key questions:

- **How does health and wellness intersect with housecleaning?**
- **Multipurpose or specialized, which is the path to growth?**
- **How will the Millennial generation (aged 18-35 in 2012) change the household surface cleaner market as they move into their prime housecleaning years and displace aging and nest-emptying Baby Boomers?**

The household surface cleaner category has experienced little growth in recent years, with estimated sales up just slightly in 2012 to \$4.7 million. Behind the flat overall sales trend, however, are more substantial shifts in segment and brand sales as consumers continue to shift their house cleaning behaviors, favoring the quick and new over the more labor-intensive and traditional. Other dynamics examined include the growing importance of disinfection, interest in health benefits, tradeoffs between all-purpose and more specialized cleaners, the market for eco-friendly products, and the Millennial Generation’s impact on the category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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Scope and Themes

This report builds on analysis presented in Mintel's *Household Cleaning Products: The Consumer—U.S., May 2011* and *Household Cleaning Products: The Market—U.S., June, 2011*, as well as previous editions of these reports published in 2010, 2008, 2006, and 2004. The scope, however, has been narrowed to exclude scouring pads and sponges and carpet/upholstery and fabric deodorizers and cleaners. The segments have been revised to include the following:

- All-purpose cleaner/disinfectant
- Toilet/tub/tile cleaners (abrasive tub/tile cleaner, nonabrasive tub/tile cleaner, toilet bowl cleaner, lime/rust remover)
- Specialized surface cleaners (drain cleaner, glass cleaner, spray disinfectant, oven/appliance cleaner, metal cleaner/polish)
- Household cleaner cloths
- Floor cleaners/wax removers
- Furniture polish

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