

## Household Surface Cleaners - US - November 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The importance consumers place on cleaning power and disinfection represents an opportunity for brands to help housecleaners achieve the best results in every room of the house and on every surface.”

– John Owen, Senior Household Analyst

### This report looks at the following areas:

- Driving sales through specialization
- Wipes: Added value vs. added volume
- Natural opportunities

The mature household surface cleaner market has remained resilient in spite of ever-present budget pressures, posting modest gains in recent years to an estimated \$4.8 billion in 2013. Sales are expected to continue rising slowly in coming years. Consumers continue to devote time and energy to housecleaning and place importance on cleaning effectiveness and disinfection. Brands that can deliver these benefits with greater convenience and ease stand to gain.

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