

Household Cleaning Equipment - UK - June 2013

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"Encouraging people to trade up is the biggest challenge facing this market. Brands need to encourage consumers to shift focus away from 'lowest price' to looking for better value in terms of longer-lasting products and those with added benefits, such as antibacterial protection or making cleaning easier."

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How can brands move shoppers' focus away from lowest price?
- What added product benefits are likely to appeal in cloths and scourers?
- Can product improvements to other items of equipment boost sales?
- Do existing brand associations provide a good platform for growth?
- Can environmental messages help to drive sales of particular products?

The market for household cleaning equipment consists of products such as cleaning cloths, scouring products and gloves that typically need replacement due to getting dirty or worn out. It also includes more durable household items such as mops, buckets and brooms, and dustpan and brushes that are purchased infrequently in the majority of homes.

In terms of usage, the main household chores that require cleaning equipment are cleaning the kitchen and bathroom, floor cleaning, dusting, and hand dishwashing. All these tasks form a regular part of household cleaning routines, and have a need for specialist products. In some instances, such as with some types of cloths and rubber gloves, products can be used for a variety of tasks.

This is a stable market that tends to show steady growth year-on-year, although sales dipped slightly in 2012 to £178 million due to less being spent on floor cleaning equipment. The market is quite evenly divided between branded and own-label products, with branded products having a smaller share of sales than in other areas of the cleaning market.

The challenge facing brands and retailers in this market is increasing awareness of new products and, through stronger engagement and improved communications, encouraging more shoppers to focus on added functional benefits of cleaning equipment over low price.

This report looks at usage of household cleaning equipment, factors influencing product choice, product replacement and usage patterns, as well as interest in new product features.

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