

Hard Surface Cleaners - UK - November 2014

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“The convenience culture has had a big impact on the market for hard surface cleaners, with an increasing emphasis being placed on easier to use and time-saving products, as well as more convenient packaging. With an ageing population and increasing time pressures in people’s lives, convenient formats will continue to grow in importance.”

– Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Time-poor consumers and the need for quick and easy cleaning
- Results people are looking to achieve with their cleaning
- Attitudes towards ingredients, health and hygiene
- Shopping behaviour and the focus on price

The hard surface cleaning market has seen low growth in sales over the last few years, despite an increase in the number of households and continuing innovation. The latter has been successful in adding incremental value sales, particularly of products in new formats or with added benefits.

Developing products with added features or benefits that have strong appeal is essential for adding value to the market, and this includes benefits related to the key factors determining choice of product, as well as new opportunities. With the market highly price sensitive, finding ways of standing out from competitors will help to reduce the downward pressure on value sales caused by promotions.

This report looks at usage of different types of hard surface cleaners, the factors most likely to influence product choice, interest in and willingness to pay more for different features and benefits, buying behaviour and attitudes towards cleaning products, particularly in terms of chemical-based ingredients and the alternative option of all-natural cleaners.

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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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