

## Cleaning the House - UK - June 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Focusing on not just highlighting the attributes of cleaning products but also showing families doing the cleaning together could help to inject more life into an advertising campaign and at the same time increase engagement with a cleaning brand.”  
– Richard Caines, Senior Household Care Analyst

### This report looks at the following areas:

- Sharing of household cleaning as a theme for a new campaign
- Understanding people's general approach to cleaning the house
- Approach of people to different cleaning tasks around the home
- What it means to be clean in different rooms of the home

The household cleaning products market is worth £1.06 billion and caters for a wide range of cleaning tasks in rooms throughout the home, including those that are done very regularly and those done by the majority of people infrequently. In both hard surface cleaners and cleaning equipment a recent focus has been seen on products that are quicker and easier to use for those with ever busier lives.

Pressure on time and a reluctance to spend too much spare time cleaning are barriers to more frequent cleaning of the home and usage of cleaning products, but big variations also exist in the amount of time different people spend cleaning the home during a typical week. On the whole, responsibility for cleaning is not shared evenly between men and women, and older and younger members of households, which has implications for product purchasing.

This report looks at how much time people spend cleaning the home, how cleaning responsibilities are shared between households, general approaches to cleaning, how particular cleaning tasks are tackled, signals for having cleaned enough in different rooms and attitudes towards home care. Insights gained are then used to produce ideas for new products and campaigns, including those aimed at increasing brand engagement and driving incremental sales of cleaning products.

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## Demographic characteristics

Thorough Cleaners (32%, equivalent to 16.7 million adults aged 16+)

Time spent and approach to cleaning

## Demographic characteristics

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Time spent and approach to cleaning

## Demographic characteristics

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