

Cleaning the House - US - June 2015

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

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"While Americans' lives may be busier than ever, they continue to carve out time for housecleaning, reflecting the importance they place on keeping their homes clean. The amount of average time adults spend cleaning the house in a typical week confirms an ongoing opportunity for household cleaning products that help save time and effort."

- John Owen, Senior Household Analyst

This report looks at the following areas:

- Easy-cleaning surface cleaner segments gain, disinfection still important
- More than four hours a week spent on cleaning, gender gap narrows
- An overall preference for quick, efficient cleanups

This report builds on the analysis presented in Mintel's *Cleaning the House – US, June 2014* and *June 2013*. It examines consumer attitudes and behaviors toward housecleaning, including the amount of time people spend doing housecleaning, their approach to housecleaning overall as well as to individual cleaning tasks, and their preferences in cleaning product attributes and benefits.

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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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Abbreviations

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