

## Cleaning the House - China - March 2015

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“Apart from no visible grease and dust, cleanliness today also means no unpleasant scent and being free of germs, suggesting consumers’ higher standards on the definition of cleanliness. Moreover, consumers nowadays consider keeping the household clean part of a healthy lifestyle, which indicates that household cleaning is playing a significant part in consumers’ modern lifestyle.”

– Ivy Jiang, Research Analyst

This report looks at the following areas:

- Household services will be the new growth engine
- Brands need to help young adults to make household cleaning easier
- A profound regional difference in how people think about and do household cleaning
- Scent has become an essential part of cleanliness

There is an increasing number of consumers who no longer cook at home every day, suggesting an opportunity for multipurpose cleaners covering the function of dishwashing and kitchen hard surface cleaning. Owing to consumers’ modernised living environment, more people own a wider variety of home appliances which need to be cleaned (such as air conditioners and coffee machines) or help to increase cleaning efficiency (such as dishwashers or robotic cleaners). Overall, household chores responsibilities are more likely to be done by females and old consumers, while Mintel sees a fairer gender balance among young generations.

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## Table of Contents

### Introduction

Definition  
Methodology  
Abbreviations

### Executive Summary

Market drivers  
The consumer  
Less home cooking changes demand for kitchen cleaning products  
Figure 1: Frequency of cooking from scratch, December 2014  
Ownership of household appliances reflects the modernised lifestyle today  
Figure 2: Ownership of household appliances, December 2014  
Most adults report doing most of the cleaning  
Figure 3: Main person responsible for household cleaning, December 2014  
Floor cleaning is done most often  
Figure 4: Frequency of doing different cleaning tasks, December 2014  
The most disliked cleaning task is range hood cleaning  
Figure 5: Most disliked cleaning tasks, December 2014  
From no bad smell to having a pleasant home scent  
Figure 6: Importance of different standards of cleanliness, December 2014  
Keeping the home clean is now a symbol of a healthy lifestyle  
Figure 7: Consumer behaviour of and attitudes towards household cleaning, December 2014  
Key issues  
Household services will be the new growth engine  
Brands need to help young adults to make household cleaning easier  
A profound regional difference in how people think about and do household cleaning  
Scent has become an essential part of cleanliness  
What we think

### Issues and Insights

Household services will be the new growth engine  
The facts  
The implications  
Brands need to help young adults to make household cleaning easier  
The facts  
The implications  
A profound regional difference in how people think about and do household cleaning  
The facts

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## The implications

Scent has become an essential part of cleanliness

## The facts

## The implications

Figure 8: New launches in household hard surface cleaning and care products in China, by fragrance component, 2014

Figure 9: Examples of mood household care product in the US and Indonesia, 2005 and 2008

## Trend Application

Home appliances are becoming "smart" to improve cleaning efficiency

Let household cleaning lighten your mood

Challenge the gender bias of household chore responsibility

Figure 10: Example of male-focused product in the US, 2014

## Market Drivers

### Key points

#### Smaller households

Figure 11: Number of households and average household size in China, 2010-13

Figure 12: Floor space of commercialised buildings sold in China, 2010-13

#### An ageing population

Figure 13: Age composition of population in China, 2010-13

#### Improved living standard

Figure 14: Proportion of urban population at year-end in China, 2010-13

Figure 15: China per capita annual cash consumption expenditure for urban household on household facilities and articles, 2010-13

## Segment Importance

Products for kitchen cleaning lead the market

Figure 16: Retail value sales of household cleaners and dishwashing products in China, 2011-14

There are more hard surface new products being launched

## The Consumer – Kitchen Usage

### Key points

About a quarter of respondents do not cook every day

Figure 17: Frequency of cooking from scratch, December 2014

Males and young consumers cook less at home

Figure 18: Frequency of cooking from scratch, by gender and age, December 2014

Figure 19: Example of multipurpose cleaner in China and India, 2012-12 and 2013

Southern consumers cook at home more frequently

Figure 20: Frequency of cooking from scratch, by region, December 2014

Households with children or elderly cook more at home

Figure 21: Frequency of cooking from scratch, by children in household, age of children and live with elderly, December 2014

Figure 22: Examples of customised baby bottle washing detergent products, China, 2013 and 2015

Home cooking frequency has a big impact on household cleaning

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Figure 23: Doing different cleaning tasks more than once a week, by frequency of cooking, December 2014

## The Consumer – Ownership of Household Appliances

### Key points

#### A modernising lifestyle

Figure 24: Ownership of household appliances, December 2014

#### Consumers' lifestage influence the ownership of home appliances

Figure 25: Ownership of household appliances, by age, children in household, age of children and live with elderly, December 2014

#### Home appliances ownership is various among different regions

Figure 26: Ownership of household appliances, by city tier and region, December 2014

#### Work environment influences consumers' lifestyle

Figure 27: Ownership of household appliances, by type of organisation, December 2014

## The Consumer – Household Cleaning Responsibility

### Key points

#### Majority of respondents claim to take charge of household cleaning

Figure 28: Main person responsible for household cleaning, December 2014

#### Women still take the lead but there is a fairer gender balance among younger generations

Figure 29: Main person responsible for household cleaning, by gender and age, December 2014

#### High earners do more household cleaning

Figure 30: Main person responsible for household cleaning, by age and monthly personal income, December 2014

#### Households with children and elderly may seek help for cleaning

Figure 31: Household cleaning responsibility, by children in household, age of children and live with elderly, December 2014

## The Consumer – Frequency of Doing Different Cleaning Tasks

### Key points

#### Frequent floor cleaning brings opportunities for new product innovation

Figure 32: Frequency of doing different cleaning tasks, December 2014

Figure 33: Floor cleaning wipes launched in China, 2009 and 2014

#### Consumers in their forties do the cleaning more frequently

Figure 34: Doing selected different cleaning tasks more than once a week, by gender and age, December 2014

#### Overall, Northerners claim to clean their home more often

Figure 35: Frequency of doing selected different cleaning tasks, by region, December 2014

## The Consumer – Most Disliked Cleaning Tasks

### Key points

#### Cleaning the range hood is the most disliked task

Figure 36: Most disliked cleaning tasks, December 2014

Figure 37: Examples of range hood cleaners from domestic market, 2014

#### Differences by gender and age

Figure 38: Most disliked cleaning tasks, by gender and age, December 2014

Figure 39: Examples of toilet cleaners claiming ease of use from domestic market, 2011- 14

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## Regional differences

Figure 40: Most disliked cleaning tasks, by region, December 2014

## The sense of pride can be involved in range hood/stove cleaner advertising

Figure 41: Most disliked cleaning tasks, by agreement with the statement "Keeping my house clean gives me a sense of pride", December 2014

## Polishing is a good starting point for professional services

Figure 42: Most disliked cleaning tasks, by agreement with the statement "I am willing to pay for professional household cleaning services", December 2014

## Opportunities for more disposable cleaning products to handle stove cleaning

Figure 43: Most disliked cleaning tasks, by agreement with the statement "I prefer using disposable cleaning products", December 2014

## Consumers who dislike cleaning range hoods and polishing tend to buy imported products

Figure 44: Most disliked cleaning tasks, by agreement with the statement "I have purchased imported household cleaning products in the last six months", December 2014

## The Consumer – What it Means to be Clean

### Key points

#### From no bad smell to having a pleasant home scent

Figure 45: Importance of different standards of cleanliness, December 2014

#### Women set high standards of cleanliness

Figure 46: Importance of different standards of cleanliness, by gender, December 2014

#### Income doesn't have a significant impact on people's definition of cleanliness

Figure 47: Importance of different standards of cleanliness, by percentage of consumers saying this is important, by monthly personal income, December 2014

#### People from North of China attach more importance to smells

Figure 48: Importance of different standards of cleanliness, by percentage of consumers saying this is important, by region, December 2014

#### Families with elderly people have a higher standard on household cleanliness

Figure 49: Importance of different standards of cleanliness, by household live with elderly, December 2014

#### Disposable and imported cleaning product users tend to have high standards of cleanliness

Figure 50: Importance of different standards of cleanliness, by agreement on statements related to household cleaning, December 2014

## The Consumer – Attitudes towards Household Cleaning

### Key points

#### Keeping the home clean is now a symbol of a healthy lifestyle

Figure 51: Consumer attitudes towards lifestyle-related statements of household cleaning, December 2014

#### More females think it is their responsibility to keep the home clean than males

Figure 52: Consumer attitudes towards lifestyle-related statements of household cleaning, by gender, December 2014

#### Germ cleaning is becoming an essential for household cleaning

Figure 53: Selected consumer behaviour and attitudinal statements on household cleaning, December 2014

#### Tier two and three consumers are less tolerant with untidy areas

Figure 54: Selected consumer behaviour statements on household cleaning, by city tier, December 2014

#### Emerging trends of buying imported products, using professional services and new product formats

Figure 55: Consumer attitude towards product-related statements of household cleaning, December 2014

#### West region is less engaged in home cleaning

Figure 56: Agreement with statements related to household cleaning, by region, December 2014

#### Households with children and elderly people are more sensitive to germs

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Figure 57: Agreement with statements related to household cleaning, by house with children and elderly, December 2014

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