

Household Cleaning Equipment - US - December 2016

Report Price: £3199.84 | \$3995.00 | €3775.81

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"Sales of household cleaning equipment have experienced marginal growth. Cleaning equipment used in lighter cleaning continues to be more frequently used, as spot cleaning gains wider acceptance as the norm in housecleaning. As brands move to embrace these shifting attitudes, they may consider highlighting opportunities for refillable formats in lighter equipment."
- Stephen Brown, Research Analyst

This report looks at the following areas:

- Lapsed usage of cleaning equipment for deep cleans leads to longer purchase cycles
- Decline in household size and family households impacts overall category spending

For the purposes of this Report, Mintel has used the following definitions:

This Report focuses on the US market for household cleaning equipment, including:

- mops, brooms, and miscellaneous cleaning tools
- sponges and scouring pads
- gloves

Excluded from this Report are household surface cleaners, disposable wipes, and electric cleaning equipment, such as vacuum cleaners. For more information on these excluded segments, please refer to Mintel's Household Surface Cleaners – US, November 2016 and Vacuum Cleaners – US, October 2015.

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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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