

# Hard Surface Cleaning and Care Products - UK - March 2016

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“The hard surface cleaning and care market is in decline, a result of competitive pricing and consumers relying on fewer multipurpose products. In a particularly price-sensitive category brands can look to add value by demonstrating how their products can save consumers time and effort while maintaining crucial efficacy.”  
Richard Hopping, Brand and Household Analyst

## This report looks at the following areas:

- A growing issue of health
- Multipurpose cleaners increasingly cannibalise sales

### What you need to know

While cleaning power remains the most important element for the majority of consumers, convenience is also having an effect on the type of products that consumers seek. There is potential for brands to benefit from proving how their products can help save time and effort while still maintaining efficacy.

Brands should also be aware of health and environmental concerns among consumers, something which may come into clearer focus as impending labelling regulations edge ever nearer. This represents an opportunity for more natural products to increase their influence in the market, provided they can demonstrate their own functional benefits.

### Products covered in this report

This report examines the following markets:

- Multipurpose cleaners, including antibacterial cleaners
- Kitchen cleaners
- Floor cleaners
- Bathroom cleaners
- Shower cleaners.

These products come in a number of formats, including sprays, mousses, creams, foams and disposable wipes.

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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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The facts

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