

## Household Surface Cleaners - US - December 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"The household surface cleaner market experienced slow growth from 2012-17 and is expected to see sluggish growth through 2022 due to the maturity of the market. While the category encompasses six segments and several sub-segments, most of its market sales comes from only three segments: all-purpose cleaners, bathroom cleaners (toilet, tub, and tile), and specialized cleaners."

**- Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- **Category growth remains slow**
- **All-purpose cleaners challenge other segments**
- **Parents express concern toward disinfection and cleaning safety**

Consumers are convenience-driven and rank multi-surface and disinfection attributes as the top purchase influencers when choosing a surface cleaner. This creates opportunities for product innovations focused on killing germs and improved functionality.

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Scented surface cleaners could impact adjacent categories

In their words: Importance of scent

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- Multi-purpose and disinfection are essential
- The more germ exposure, the more disinfection needed
- Tough messes are associated with labor-intensive cleaning
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