

## Household Cleaning Equipment - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The continued development of more functional kitchen rolls is a threat to household essentials like cloths and sponges. Adding extra benefits, such as antibacterial properties or the ability to use without chemical detergents, as well as replicating the convenience of kitchen rolls, is likely to be key to the success of household cleaning equipment specialists.”

– **Richard Hopping, Senior Household Analyst**

This report looks at the following areas:

- **Robotics can be the future**
- **Water-only products to grow in prominence**
- **The impact of natural cleaning products**

Household cleaning equipment may not be the most glamorous product category, but it is a category that is almost universally used by consumers. Nine in 10 use sponge scourers, eight in 10 use scouring pads, and the same proportion use all-purpose cloths. Despite these high usage levels, value sales of products in the household cleaning equipment category had remained stagnant between 2013 and 2016. However, the market returned to growth in 2017, and is now worth an estimated £288 million.

One of the biggest challenges facing brands in this category is the continued development of more functional kitchen rolls. Brands offering specific cleaning equipment are likely to need to add extra benefits, such as antibacterial properties or the ability to clean without chemical detergents, while replicating kitchen roll's convenience.

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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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