

Cleaning the House - US - June 2018

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"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home."

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

This report looks at the following areas:

- Natural and eco-friendly claims play a role in cleaning
- Shoppers are convenience-driven but become more routine-driven with age
- Changes in household trends impacts housecleaning needs
- Scented features are key
- Emotional drivers motivate adults to clean, particularly women
- Rise in pet ownership can impact cleaning market

Although traditional gender roles for housecleaning are shifting, women are still more likely than men to take sole responsibility for housecleaning and shopping for cleaning products, making them a prime target.

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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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Robotic cleaning tools can change the dynamics of housecleaning

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What's In?

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