

## Cleaning the House - US - May 2019

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"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are altering how consumers are approaching caring for the home."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- Demographic shifts set to alter category participation
- Young men see chores as their responsibility, 35-44 year olds the sweet spot
- Adults cleaning more often and for more than disease prevention
- Routine, convenience, cost still drive shopping, usage behaviors
- Ethical and plastic concerns have stronger impact on behavior, usage
- Natural alternatives will meet health-focused cleaning needs

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