

## The Green Household Care Consumer - UK - May 2019

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

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“The current direction of travel indicates a promising future for eco-friendly household care. However, there is still more that can be done to make it truly mainstream.”

– **Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

- **Confusion over what eco-friendly means offers an opportunity**
- **Developing new areas of eco-friendly expertise**

The current direction of travel suggests a promising future for eco-friendly household care. A sizable 45% of UK adults have bought eco-friendly household care products in the last six months, and a third of buyers report that they have purchased an increased number in the last year. All types of brands are targeting eco-friendly as a growth opportunity, and more consumers than ever are clearly seeing the benefits.

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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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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The consumer

Still room for eco-friendly growth

Figure 1: Net of household care product purchases in the last six months, March 2019

The young, the urban, and parents most engaged with eco-friendly products

Figure 2: Eco-friendly household care product buyer profile, March 2019

Lack of clarity around eco-friendly impacting upon purchase

Figure 3: Regular and eco-friendly purchases of household care products in the last six months, March 2019

Equal opportunities to buy eco-friendly

Figure 4: Purchase of eco-friendly products among product buyers, March 2019

Direction of travel in line with eco-friendly movement

Figure 5: Change in purchase of eco-friendly household care products over the last 12 months, March 2019

Eco-friendly shoppers more likely to look online

Figure 6: Types of retailers consumers buy regular and eco-friendly household care products from, March 2019

Eco-friendly products need to meet basic demands

Figure 7: Consumer priorities when completing household care tasks, March 2019

Eco-friendly buyers influenced by ethical certification

Figure 8: Ideal attributes of an eco-friendly product, March 2019

Greater clarity required over concept of 'eco-friendly'

Figure 9: Eco-friendly household care behaviours, March 2019

What we think

### Issues and Insights

Confusion over what eco-friendly means offers an opportunity

The facts

The implications

Developing new areas of eco-friendly expertise

The facts

The implications

### The Market – What You Need to Know

Good for consumer health = good for the health of the planet

The decline of parenthood

Recycling aspects of household care products highly sought

Plastic not-fantastic

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Own-label household care continues to grow

## Market Drivers

Good for consumer health = good for the health of the planet

Figure 10: Lilly's Eco Clean Concentrated Washing Up Liquid, 2018

Under the influence

The decline of parenthood

Figure 11: Trends in the age structure of the UK population, 2013-23

Recycling aspects highly sought

Figure 12: Importance of packaging features on decision to purchase, by household care product type, April 2018

Plastic not-fantastic

Figure 13: Most important environmental issues, April 2018

Figure 14: Ecover limited edition Sea Kelp & Orange Washing-Up Liquid (EPC), 2018

Own-label household care continues to grow

Figure 15: UK retail value sales of own-label household care products, by segment, 2016-18 (est)

Figure 16: Selected products from the Method Naked cleaning line (Method Products), February 2019

## Companies and Brands – What You Need to Know

Ethical and environmental claims take the fore in household care

Packaging vs formula

Familiar faces dominate eco-friendly household care launches in 2018 ...

... but new kids on the block ramp up the pressure

## Launch Activity and Innovation

Ethical and environmental claims take the fore in household care

Figure 17: Proportion of NPD in the household care category\*, by claims groups, January 2016-March 2019

Air care and cleaning equipment less eco-friendly

Figure 18: Proportion of household care NPD carrying any environmental claims\*, by category, January 2016-March 2019

Packaging vs formula

Figure 19: Proportion of household care\* NPD carrying environmental claims, by claim, January 2016-March 2019

Familiar faces dominate eco-friendly household care launches in 2018 ...

Figure 20: Proportion of household care\* NPD carrying environmental claims\*\*, by top 10 ultimate companies and other, 2018

Figure 21: Examples of environmental innovations from selected companies, 2018

... but new kids on the block ramp up the pressure

Figure 22: Selected products from the Alkimi range (Challs International), 2018

Figure 23: Selected products from the KINN Clean Beauty household care range (KINN Living), 2018-19

Figure 24: Selected products from the Lilly's Eco Clean range (Lilly's Eco Clean), 2018

Figure 25: Selected products from The Cheeky Panda range (The Cheeky Panda), 2017-18

Figure 26: Selected products from the Frosch range (Werner & Mertz), 2018

Dettol launches products with sustainability purpose

Figure 27: Dettol's The Trigger Project Campaign showcasing new trigger spray refills, April 2019

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## The Consumer – What You Need to Know

- Still room for eco-friendly growth
- Lack of clarity around eco-friendly impacting upon purchase
- Direction of travel in line with eco-friendly movement
- Eco-friendly shoppers more likely to look online
- Practicality less likely to be important for eco-friendly buyers
- Eco-friendly buyers influenced by ethical certification
- Greater clarity required over concept of “eco-friendly”

## The Eco-Friendly Household Care Shopper

- Still room for eco-friendly growth  
Figure 28: Net of household care product purchases in the last six months, March 2019
- Men more likely to have bought eco-friendly products  
Figure 29: Household care product buyers, by gender, March 2019
- Under-45s more likely to engage with eco-friendly products  
Figure 30: Household care product buyers, by age, March 2019
- Parents tempted by eco-friendly  
Figure 31: Household care product buyers, by presence of children in the household, March 2019
- Urban groups more open to eco-friendly  
Figure 32: Household care product buyers, by area, March 2019
- Little financial influence on eco-friendly purchase  
Figure 33: Household care product buyers, by gender, by financial situation and household income, March 2019

## Types of Household Care Products Bought

- Lack of clarity around eco-friendly impacting upon purchase  
Figure 34: Regular and eco-friendly purchases of household care products in the last six months, March 2019
- Equal opportunities to buy eco-friendly  
Figure 35: Purchase of eco-friendly products among product buyers, March 2019
- Very few shoppers buy all eco-friendly products  
Figure 36: Types of household care product buyer, March 2019

## Change in Purchase of Eco-Friendly Household Care Products

- Direction of travel in line with eco-friendly movement  
Figure 37: Change in purchase of eco-friendly household care products over the last 12 months, March 2019
- 25-34s most likely to have increased purchase  
Figure 38: Change in purchase of eco-friendly household care products over the last 12 months - increased, by age, March 2019
- Higher incomes influential in increase of eco-friendly purchases  
Figure 39: Change in purchase of eco-friendly household care products over the last 12 months – increased, by household income, March 2019

## Types of Retailers Bought From

- Eco-friendly shoppers more likely to look online  
Figure 40: Types of retailers consumers buy regular and eco-friendly household care products from, March 2019

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Figure 41: Types of retailers consumers buy eco-friendly household care products from, by age, March 2019

Potential for eco-brands without supermarket listings

Growth of discounters potentially damaging to eco-movement

## Priorities When Completing Household Care Tasks

Eco-friendly products needs to meet basic demands

Figure 42: Consumer priorities when completing household care tasks, March 2019

Practicality less likely to be important for eco-friendly buyers

Figure 43: Consumer priorities when completing household care tasks, by types of household care products bought in the last six months, March 2019

Opportunity to make germ-removal an eco-friendly specialism

Shifting the limitation of water usage from cost-saving to planet-saving

Figure 44: Colgate-Palmolive Save Water logo, 2019

Dry and rinse-free formats to accompany lifestyle changes

Figure 45: Examples of rinse-free launches in the household care sector, 2017-19

## Ideal Attributes for Eco-Friendly Household Care Products

Eco-friendly products need to be functional too

Plastic demonisation influences consumer thinking

Figure 46: Ideal attributes of an eco-friendly product, March 2019

Eco-friendly buyers influenced by ethical certification

Figure 47: Ideal attributes of an eco-friendly product, by types of household care products purchased in the last six months, March 2019

Older groups more demanding; younger groups may be easier to please

Figure 48: Ideal attributes of an eco-friendly product, by age, March 2019

Recyclability becoming a core aspect of eco-friendly products

Figure 49: TURF Analysis – The Green Household Care Consumer, March 2019

Figure 50: Table - TURF Analysis – The Green Household Care Consumer, March 2019

## Eco-Friendly Household Care Behaviours

Efficacy is still an issue

Figure 51: Eco-friendly household care behaviours, March 2019

Greater clarity required over concept of “eco-friendly”

Alternative materials play to the crowd

Loop could appeal to parents in particular

Figure 52: Eco-friendly household care behaviours, by presence of children in the household, March 2019

Big-name brand extensions to combat rise of niche players

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix - TURF Analysis

Methodology

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