

Cleaning the House - China - March 2019

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“Brands in the household cleaning market need to move beyond basic cleaning and provide extra health benefits. As consumers are increasingly cleaning the house themselves, the role cleaning can play in improving mental health is widely recognised and presents opportunities for product development and marketing.”

– **Alice Li, Senior Research Analyst**

This report looks at the following areas:

- As natural and effective as homemade cleaners
- Clean for mental health
- Pets enter the equation

Chinese consumers continue to be actively engaged in household cleaning, and show positive attitudes towards it. With the help of effective household cleaners and innovative cleaning tools, cleaning the house is no longer a tedious and exhausting chore, but has some emotional benefits besides maintaining a healthy living environment. This spells good news for brands in the household cleaning market to change the image of the category as 'low-engagement' commodities, by reacting to changes in modern consumers' lifestyles and providing extra health benefits beyond cleaning.

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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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The Market – What You Need to Know

- Strong yet slowed growth
- Evolving lifestyles create new cleaning needs

Market Overview

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A winning sector within household care, despite ease in growth

Figure 10: Value sales of household cleaners, China, 2014-18

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Kitchen and washroom cleaners remain the biggest segments

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Market Drivers

Demand for natural products drives product innovation

Increasing ownership of household appliances brings new needs

Pets play a role in product choices

E-commerce helps boost the niche segments

The Consumer – What You Need to Know

70% of respondents are pet owners

High earners tend to take the main responsibility of cleaning the house

The majority of respondents clean the floor weekly

Over 70% of respondents have used kitchen and toilet cleaners

Active oxygen and baking soda are most sought in household cleaners

Cleaning the house is perceived as relaxing by two thirds of respondents

Pet Ownership

70% of respondents are pet owners

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Abbreviations

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