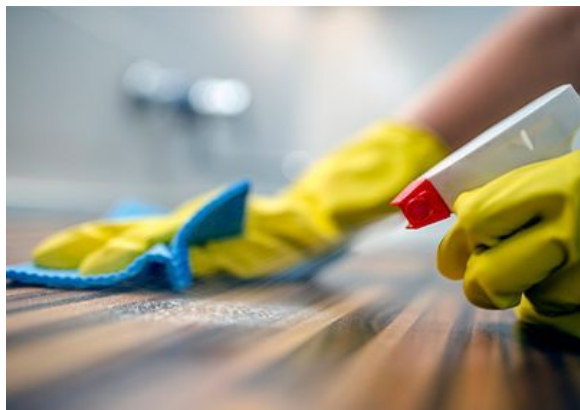


## Household Surface Cleaners - US - October 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The household surface cleaning category needs an infusion of step-changing innovation to overcome its communized status and drive growth."

- **Jamie Rosenberg, Senior Global Analyst, Household & Personal Care**

This report looks at the following areas:

- Consumers are trading down
- Specialized cleaners lose relevance
- Ecommerce will merge convenience and sustainability
- Safe will become an expectation, natural is the means to achieve it
- Aging consumers will reshape the market

The household surface cleaning market was defined by strong private label growth during the latest review period as retailers launched natural brands and achieved greater parity with national brands. This is especially true in wipes and all-purpose cleaners, which have driven category growth over the last few years. While fragrance and natural ingredients will continue to add value to the category, name brands need a new array of protectable innovation to maintain long-term differentiation with private label and value brands. Looking ahead, Mintel predicts the category will add \$517 million in sales to reach \$6.06 billion through 2024.

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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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