

Cleaning for the Family - UK - November 2019

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“Concerns about the health impact of scents are widespread among parents of younger children and have led many to consider unscented formulations as more preferable than scented ones. However, scents continue to be an important indicator of cleanliness as well as a strong purchase driver.”

– **Emilia Tognacchini, Junior Research Analyst**

This report looks at the following areas:

By balancing scent intensities, developing scented options safe for all family members, and applying to third-party certifications, cleaning brands have the chance to make their products more appealing to parents.

- **Tackling health-related concerns**
- **Over-cleaning can impact the health of both parents and children**
- **The evolution of scents in cleaning products**

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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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Table of Contents

Overview

What you need to know

Cleaning tasks covered in this Report

Executive Summary

The market

Birth rate declines, but number of families increases

Figure 1: Trends in the number of families and live births, England and Wales, 2010-18

Lone parent and same-sex couple families can be better represented

The consumer

Traditional gender roles continue to perpetuate

Figure 2: Cleaning responsibilities, by resident parent of children aged 18 and under, August 2019

Teaching young children how to clean

Figure 3: Cleaning responsibilities of children, August 2019

Cleaning routines change when there are children in the household

Figure 4: Cleaning duration, by any children in the household, August 2019

Figure 5: Change in cleaning compared to a year ago, by any children in the household, August 2019

Kitchens require most effort to clean

Figure 6: Perceptions of room cleaning, by parents of children aged 18 and under, August 2019

When kids are around, cleaning becomes a matter of time

Figure 7: Indicators of clean, by presence of children in the household, August 2019

Improving the cleaning experience

Figure 8: Cleaning behaviours, by parents of children aged 18 and under, August 2019

Personalising household care products through scents

Figure 9: Attitudes towards scents, by parents of children aged 18 and under, August 2019

Parents worry about health-related side effects of scents

Figure 10: Agreement with "it is hard to know how scents in cleaning products might impact the health of people", by presence of children in the household, August 2019

What we think

Issues and Insights

Tackling health-related concerns

The facts

The implications

Over-cleaning can impact the health of both parents and children

The facts

The implications

The evolution of scents in cleaning products

The facts

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The implications

The Market – What You Need to Know

- Birth rate declines, but number of families increases
- Lone parent families can be better represented
- Same-sex couple families continue to grow
- Employment rates among parents
- Concerns over household care formulations are growing
- Allergies to cleaning products

Market Drivers

Birth rate declines, but the number of families increases

Figure 11: Trends in the number of families* and live births, England and Wales, 2010-18

Lone parent families can be better represented

Figure 12: Families in the UK with dependent children, by family type, 2010-18

Same-sex couple families continue to grow

Figure 13: Rebranding of P&G Fairy into Fair, October 2019

Employment rates among parents

Figure 14: Employment rates of men and women (aged 16-64) with and without dependent children, England, April to June 2000-18

Financial situation changes as children grown up

Beyond eco-friendly there is plant-based

Figure 15: Schmidt's cleaning vinegars multi-surface sprays, October 2019

Concerns over household care formulations are growing

Allergies to cleaning products

The Consumer – What You Need to Know

- Traditional gender roles continue to perpetuate
- Cleaning routines change when there are children in the household
- Kitchens require more effort to clean
- When kids are around cleaning becomes a matter of time
- Improving the cleaning experience
- Parents worry about health-related side effects of scents

Cleaning Responsibilities

External cleaning help is rare for routine tasks

Figure 16: Cleaning responsibilities, August 2019

Traditional gender roles continue to perpetuate

Figure 17: Cleaning responsibilities, by resident parents of children aged 18 and under, August 2019

Men know how to clean too

Teaching young children how to clean

Figure 18: Cleaning responsibilities of children, August 2019

Cleaning Frequency and Duration

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Cleaning is an unavoidable routine...

Figure 19: Cleaning duration, by presence of children in the household, August 2019

...but it changes when there are children in the household

Figure 20: Change in cleaning compared to a year ago, by presence of children in the household, August 2019

Parents look for convenient products that make them feel safe

Price is important but convenient innovations make the difference

Figure 21: Nicky Placemat Disposable Table Mats (Sofidel), September 2019

Perceptions of Cleaning Rooms in the House

Kitchens require most effort to clean

Figure 22: Perceptions of room cleaning among parents of children aged 18 and under, August 2019

Household care products that postpone cleaning

Cleaning while cutting on packaging material

Figure 23: Cif Ecorefill Power & Shine range (Unilever), August 2019

There are also bedrooms to keep clean

Figure 24: Agreement with "which of the following rooms in your home are the most important to clean regularly (eg because of germs)?", by presence of children in the household, August 2019

Children grow up, but germs continue to be a worry

Figure 25: E-Cloth kid friendly cleaning advertisement, 2019

Indicators of Cleanliness

Eyes and nose tell us about neatness

Figure 26: Indicators of clean, August 2019

When kids are around, cleaning becomes a matter of time

Figure 27: Indicators of clean, by presence of children in the household, August 2019

Cleaning Behaviours

Improving the cleaning experience

Figure 28: Cleaning behaviours among parents of children aged 18 and under, August 2019

Over-cleaning is dangerous and needs to be tackled

Attitudes towards Scents

Personalising household care products through scents

Figure 29: Attitudes towards scents among parents of children aged 18 and under, August 2019

Overpowered scents can distance consumers

Aromatherapy cleaning represents an opportunity

Aromatherapy cleaning is a global phenomenon

Figure 30: Naetera aromatherapy cleaning concentrate, tea tree mould and mildew eliminator and cedar peppermint pest control, October 2019

Parents worry about health-related side effects of scents

Figure 31: Agreement with "It is hard to know how scents in cleaning products might impact the health of people", by presence of children in the household, August 2019

Unscented cleaning products are not the only solution to health concerns

Figure 32: Agreement with "Unscented products are preferable to scented ones", by presence of children in the household, August 2019

Appendix – Data Sources, Abbreviations and Supporting Information

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Abbreviations

Consumer research methodology

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