

Cleaning for the Family - UK - November 2019

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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



“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

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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**

What's included

- Executive Summary
- Full Report PDF
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- Powerpoint Presentation
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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
- 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

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- **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

- **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

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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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: Naeterra 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

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

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