

## Cleaning the House: Incl Impact of COVID-19 - US - April 2020

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

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"COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and care for their homes. Short term shifts in priorities are placing greater focus on hygiene, safety and disinfection, along with a renewed reliance on trusted brands."

**- Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- COVID-19 shifts priorities, cleaning habits
- Women run the home
- Cleaning is (for some) a positive pastime
- Convenience, routine underpin category
- Safe will become an expectation, natural is the way to achieve it

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