

The Natural Household Consumer: Incl Impact of COVID-19 - US - June 2020

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“Natural household products have been the fastest-growing segment of the household market. Yet the COVID-19 pandemic has given greater importance to mainstream disinfectants while increasing overall consumer engagement with the category. Both mainstream and natural brands have an opportunity to leverage this shift for future growth.”

– **Jamie Rosenberg, Senior Global Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and the natural household product market**
- **How a down economy will impact the natural household market**
- **Competitive dynamics and brand innovation**
- **Consumer behaviors and opportunities for growth**

Natural household consumers and mainstream consumers prioritize different product attributes. For consumers committed to natural brands, it is far more important that their products be sustainably sourced, organic and plant based. This group is more enthusiastic about refillable bottles, plastic-free packaging and a brand’s social responsibility efforts. Mainstream consumers are driven by convenience, product efficacy and price.

Yet when we look past these divisions, there is also common ground. For example, natural and mainstream consumers show greater commonality around creating a germ-free environment, reducing exposure to certain chemicals and completing tasks as efficiently as possible.

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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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