

Household Surface Cleaners: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the household surface care market
- How the recession will impact household surface cleaners
- How shopping for household surface cleaners will evolve
- Which pandemic-driven shifts in behavior will have longevity

Never before have household surface cleaners experienced this level of attention and popularity. Cleaning has become one of the essential ways of preventing disease-causing germs, benefitting every segment as these products have become a vital part of consumers' survival strategy. As long as the virus still poses a risk, consumers will continue to focus on home hygiene and germ elimination, sustaining demand for disinfectants while the less versatile and more labor intensive smaller segments, like furniture polish, will once again be challenged to prove value in the home, particularly amid a recession.



"It is rare that household cleaning products have been deemed such a popular topic of conversation. Yet that is one of the outcomes of the COVID-19 health crisis that has maximized time spent at home and generated consumer enthusiasm toward cleaning and home hygiene."
– Rebecca Cullen, Senior Household Care Analyst

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