

# Household Cleaning Equipment - UK - February 2020

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## This report looks at the following areas:

Brands will need to do more to close the gap in the number of environmentally friendly options that exist between this market and the sector at large.

- Sustainability still yet to boom in cleaning equipment
- Price remains key, but not everything
- Cordless vacuums show the way for robotics



“The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic sense, their focus on the environment will become more prominent in cleaning equipment too.”

– Richard Hopping, Senior Household Analyst

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