

Shopping for Household Care Products - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior on shopping for household care
- The impact of online shopping for household care products and future role of ecommerce
- Important product attributes that influence the way consumers shop the category
- How makers and marketers can optimize the current strong category engagement for future benefit



“Pandemic-driven shopping behaviors caused havoc for retailers, brands and society at large. This led to shortages of household essentials that lasted for months.”

– **Shannon Romanowski,**
Senior Director BPC and Household

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