

Household Surface Cleaners - Canada - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the household surface cleaners market.
- Market factors impacting cleaning in Canada.
- Surface cleaner product repertoire and usage.
- Purchase factors impacting surface cleaner product selection.
- Consumer attitudes related to cleaning and surface cleaning products, including those surrounding natural cleaners and disinfectants.

Over four in 10 (43%) Canadian surface cleaner users agree that convenience is more important than how eco-friendly a cleaning product is. This highlights the push and pull shoppers feel between their desire to be green consumers and their need for quick and simple cleaning solutions.

COVID-19 is expected to have a long-term effect on the surface cleaners market. The majority of Canadians shifted their cleaning routines to fight the virus, increasing their cleaning frequency and using more disinfectants. The security and protection offered as a result of this increased cleaning, along with the heightened awareness of the importance of hygiene, will motivate Canadians to continue to place greater significance on the category going forward. In fact, only 21% of Canadians who changed their routine as a result of COVID-19 plan to return to their pre-pandemic cleaning behaviours.

A significant threat to mainstream surface cleaner brands is the perceptions of parity with private label brands held by 58% of consumers. In an economically strained environment, shoppers will be increasingly on the lookout for brands that provide the greatest bang for their buck, so mainstream brands will need true points of distinction to justify a higher price tag.

Sustainability and safety will be two noteworthy opportunities for the market going forward. Canadians are seeking products that they know will not be harmful to their health or the health of the planet. While formulation improvements which eliminate traditional chemicals is one area of focus,



“Surface cleaners were launched into the spotlight early last year as Canadians tried to protect themselves from the threat of the virus. Engagement with the category, both in terms of the importance it has been given and the frequency of use, has grown significantly as a result of COVID-19.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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brands are also seeking to cut out waste in their manufacturing and packaging processes.

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