

Household Cleaning Equipment - Canada - 2022

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This report looks at the following areas:

- Market factors influencing the cleaning equipment market
- Cleaning equipment shopping responsibilities
- Cleaning tools and floor cleaning equipment ownership and usage
- Future interest in floor cleaning equipment purchases
- Influential purchase factors
- Household cleaning equipment environmental and hygiene attitudes and behaviours
- Household cleaning equipment barriers

Half (52%) of Canadians cite a lack of storage space as an issue when it comes to their cleaning equipment. Canadians with space concerns may be more likely to search for multi-purpose tools to cut back on storage problems, limit their equipment repertoires and make do with what they own.

Luckily for the cleaning equipment market, its needs-focused nature means that it will be somewhat protected from more severe impacts of inflationary spending cuts. However, consumers will still seek added value from their products and ask brands to justify their pricing through enhanced features, particularly since six in 10 (59%) consumers cite price within their top three most important purchase factors.

Hygiene concerns related to reusable cleaning equipment present an opportunity for disposable formats in adjacent categories to take market share from traditional cleaning formats. Half (47%) of consumers express a preference for paper towels over traditional cleaning equipment, and six in 10 (59%) agree that disposable cleaning equipment is more hygienic than reusable options. The hygiene and convenience advantages offered by disposable options need to be met with counterarguments (like improved performance and waste reduction) or alternatives (like self-cleaning tools and anti-microbial coatings) to avoid losing out.



"Cleaning equipment is present in virtually every Canadian household, making chores easier and quicker. Consumers rely on a wide range of task-specific equipment and express interest in adding to their repertoires. Brands able to showcase how their products will make cleaning faster and more convenient will improve their perceived value."

– Meghan Ross, Senior Home & Beauty Analyst

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Canadian consumers are focused on cleaning their homes in the least amount of time and with the least amount of effort. Brands that are able to improve the user experience and reduce the effort required will resonate most strongly with shoppers.

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