

# Household Care Products - Canada - 2022

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## This report looks at the following areas:

- Market factors influencing the household care market
- Retailers used for household care purchases
- Impact of the pandemic on purchase channel choice
- Motivations for online shopping
- Household care shopping attitudes, behaviours and preferences
- Influential purchase factors

Cost of living increases will cause some Canadian shoppers to consider trading down to private label household care brands as a way to stretch their budgets. However, as habitual purchases and brand loyalty are strong purchase drivers in this category, consumers may instead consider reducing their repertoire of products rather than turn away from their favourite brands. Despite the pressure on their wallets, Canadian shoppers are still willing to invest if they recognize the value in a particular product.

Despite the growth in ecommerce over the last couple of years, only 6% of household shoppers are making their purchases primarily online. Instead, online shopping is treated as supplementary to in-person shopping.

Many shoppers express an interest in sustainable innovations as they strive to live greener lives. Seven in 10 household shoppers are concerned about the environmental impact of their household cleaning products. This awareness of how their decisions in this category contribute to wider sustainability consequences is driving some shoppers to invest in more expensive products and packaging options in order to reduce their environmental footprint.

The highly habitual nature of household care shopping may present a challenge to brands looking to establish themselves in a category. With 70% of shoppers claiming that they will typically purchase the same brand regardless of whether it is on sale, brands looking to attract new consumers will need to find alternatives to promotional pricing to catch a shopper's eye.



“Price sensitivity will put pressure on mainstream brands to showcase their added-value and prove their worth. However, brand loyalty is strong within the household category, with seven in 10 Canadians typically purchasing the same brand regardless of whether it is on sale.”

– Meghan Ross, Senior Home & Beauty Analyst

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