

Shopping for Household Cleaning Products - China - 2022

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This report looks at the following areas:

- Market overview and growth of China's household cleaning products market
- New product trends in China's household cleaning products market
- Household cleaning methods by occasion
- Household cleaner usage changes in the past three years
- Definition of household cleaning
- Cleaning pain points by area
- Attractions for pet owners

As household cleaning appliances have gained popularity in recent years, it was up in the air what impact they would have on household cleaners and, more specifically, whether appliances would threaten the market of household cleaning products. However, the consumer data this year have shown that floor and window cleaning are by far most prone to automation. And among those who clean the floor by machine, 69% still use cleaners and, for windows, it reaches 80%. This indicates that more opportunities than threats have been introduced to the household cleaners market, and brands will need to consider compatibility with cleaning appliances in their product claims and even develop cleaners that work specifically with appliances to deliver better results.

Pet owners, a growing cohort, are a group of high-potential household cleaner users who have unmet needs and are willing (and able) to pay more for specialised products that can fulfil them. In particular, they are looking for all-round products that can improve the health and hygiene of their home environment, including killing parasites and mites, anti-bacterial, removing pet hairs and neutralising odours. For them, 'designed for pet families' is much more attractive than 'also suitable for pet families'.

Older consumers aged 50-59 show less engagement with household cleaning products, which poses a threat to the market. In fact, this group of consumers



"As consumers' interest in household cleaning remains high in the post-pandemic era, brands and manufacturers can seize the opportunity to improve on the specialisation and convenience of their product offerings. In addition, pet owners and appliance users are two emerging groups worth attention in the household cleaners market."

- Tina He, Research Analyst

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are more diligent in household cleaning, with 41% cleaning regularly instead of at any time, and 51% cleaning different areas at different frequencies. But they have lower usage of all types of cleaners compared to other age groups, as they are used to cleaning with water and by hand. It is worth promoting household cleaners to this group as time savers, which can help them free up more time from household cleaning to enjoy their lives.

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