

# Household Cleaning Equipment - UK - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on the household cleaning equipment market
- Launch activity and innovation opportunities for household cleaning equipment for 2022 and beyond
- Purchase responsibilities for household cleaning equipment
- Usage of products within the household cleaning equipment category
- Purchase drivers of cleaning equipment
- Usage behaviour around household cleaning equipment, especially during the pandemic-led lockdowns
- Attitudes towards sustainability credentials within the household cleaning equipment category

55% of UK consumers agree that there should be more sustainable cleaning equipment products available, while 35% agree that it is acceptable for sustainable cleaning equipment to be more expensive than regular equipment. This provides brands with the freedom to innovate with alternative materials, such as coconut fibres and bamboo, with the knowledge that many consumers will be willing to pay for the extra cost.

Rising inflation is expected to impact the economy hard over the course of 2022, raising the cost of living. Cleaning equipment will be somewhat protected by its needs-based status and relatively small share of grocery budgets. Although those feeling financially confident may not change their shopping habits, there will be some consumers who are already struggling financially who will look to save on such products.

The biggest threat immediately facing the cleaning equipment market is a general disengagement with the market as concerns around COVID-19 fade and consumers return to more normal lives. In 2021 this has led to a 7% decline in value sales. In order to maintain engagement, brands can look to target those consumers who will still be spending more time at home as a result of the



“The needs-based household cleaning equipment market will stabilise over the next couple of years. Environmental and social sustainability initiatives in product innovations and marketing activities focused around consumer wellbeing can be key to growth in the future.”

– Arpita Sharma, Global Household Analyst, February 2022

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growth in hybrid working. Such consumers will still need to ensure that their homes are clean and tidy in order to be fully productive.

As the impact of the pandemic diminishes, environmental concerns will come to the forefront, creating opportunities for brands to make a difference to the planet. Consumers will seek out brands that are highly engaged in climate and sustainability initiatives. Brands have an opportunity to work towards an eco-friendlier version of themselves using product innovations, process improvements and marketing campaigns around environmental issues.

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## Table of Contents

### OVERVIEW

- **Key issues covered in this Report**
- **COVID-19: market context**
- **Economic and other assumptions**
- **Products covered in this Report**

### EXECUTIVE SUMMARY

- **The five year outlook for household cleaning equipment**

Figure 1: Category outlook, 2022-27

- **The market**

- **Market size and forecast**

Figure 2: Market forecast for household cleaning equipment, 2021-26

- **Need-based household cleaning equipment market will thrive on innovations**

- **Companies and brands**

- **Spontex leads the market share of branded products while own-label maintains share**

Figure 3: Brand shares in value sales of household cleaning equipment, 2021

- **Brands keep consumers engaged with new product launches in 2020 and 2021**

Figure 4: Launches of household cleaning equipment, by launch type, 2018-21

- **The consumer**

- **Majority of people are involved in shopping for cleaning equipment**

Figure 5: Responsibility for purchasing household cleaning equipment, by age, 2021

- **The pandemic led opportunities for cleaning equipment**

Figure 6: Any usage of household cleaning equipment in the last three months, 2019 and 2021

- **Reusability accounts for sustainable and cost-effective living**

Figure 7: Important factors when buying household cleaning equipment, 2021

- **Support consumers towards eco-friendly behaviours**

Figure 8: Cleaning equipment behaviours, 2021

- **Prepare for penetration of technology in household care space**

Figure 9: Usage of floor cleaning equipment, 2021

- **Fulfil the desire for convenient cleaning**

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Figure 10: Floor cleaning behaviours, 2021

- **Sustainability is key to growth of household cleaning equipment**

Figure 11: Attitudes towards household cleaning equipment, 2021

## ISSUES AND INSIGHTS

- **COVID-19's impact on irreversible concerns around the planet**
- **Support consumers' physical and mental wellbeing needs**

## MARKET SIZE AND PERFORMANCE

- **Household cleaning equipment market declined in 2021**  
Figure 12: Market size for household cleaning equipment, 2016-21 (prepared in January 2022)
- **Household cleaning equipment largely protected from economic difficulty**
- **Sustainability-led innovations will keep the market upbeat**

## MARKET FORECAST

- **Expect a polarised response to inflationary issues**  
Figure 13: Category outlook, 2022-27
- **Pandemic-led surge to stabilise with sustainability taking centre stage**  
Figure 14: Market forecast for household cleaning equipment, 2021-26
- **Market drivers and assumptions**  
Figure 15: Key drivers affecting Mintel's market forecast, 2015-26
- **Forecast methodology**

## MARKET SEGMENTATION

- **Pandemic encouraged sales across all cleaning equipment segments**  
Figure 16: UK retail value sales of household cleaning equipment\*, by segment, 2019-21
- **Reusability will boost sales of cloths and sponges**

## CHANNELS TO MARKET

- **Supermarkets dominate the trade channel**  
Figure 17: Retail value sales of household cleaning equipment, by outlet type, 2019-21
- **Online could pose threat for cleaning equipment**

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## MARKET DRIVERS

- **Consumers' financial wellbeing has slipped from its recent high point**

Figure 18: Trends in consumer sentiment for the coming year, 2016-22

- **...and concerns over inflation are coming to the fore**  
Figure 19: Consumer concerns about household finances, 2021
- **Eco-friendly credentials in the wake of the climate crisis**  
Figure 20: Examples of launches with biodegradable claim, 2020-21
- **Brand communication can be a key differentiator in competitive markets**
- **Tracked carbon emissions have the potential to impact purchase decisions**
- **Private label to face tough fight by branded sustainable alternatives**

Figure 21: Private label launches carrying ethical/environmental claims, 2020-21

- **Address cleaning-related stress through efficient cleaning equipment**
- **Clean homes positively impact mental wellbeing**

## MARKET SHARE

- **Spontex leads the market share of branded products within household cleaning equipment**

Figure 22: Brand shares in value sales of household cleaning equipment, 2020 and 2021

- **Flash and Marigold compete for third spot**  
Figure 23: New product launches by marigold in household cleaning equipment, 2020
- **Own-label maintained market share in 2021**
- **Addis gains market share with newly launched bathroom wand**

Figure 24: Addis's telescopic bathroom wand, 2021

## LAUNCH ACTIVITY AND INNOVATION

- **Brands maintain momentum with new product launches in 2020 and 2021**

Figure 25: Launches of household cleaning equipment, by launch type, 2018-21

Figure 26: Examples of new product launches, 2020

- **Stronger focus on new variety and range extensions in 2021**  
Figure 27: Examples of new variety/range extensions, 2021

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- Innovations in ethical and environmental space to align with consumer sentiments**

Figure 28: Top claims on household cleaning equipment launches, by leading claims, 2020 and 2021

Figure 29: Examples of household cleaning equipment with both ethical-recycling and ethical-packaging claims, 2020-21

- Antibacterial claims grow during the pandemic**

Figure 30: Examples of product launches with antibacterial claims, 2020-21

Figure 31: Examples of product launches with vegan claims, 2020-21

- Own-label strives to maintain its market share**

Figure 32: Launches of household cleaning equipment, by own-label v branded, 2018-21

Figure 33: Examples of private label launches, 2020-21

- Spontex catered to all consumer segments with varied claims**

Figure 34: Launches of household cleaning equipment, % share by ultimate parent company (top six and others), 2021

Figure 35: Examples of cleaning equipment launches by Spontex (Jarden), 2020-21

- Start-ups represent a potential threat to established brands**

Figure 36: Spongik's eco-friendly kitchen sponge set launched in Italy, 2021

- Technology enhancement in floor cleaners essential to add value**

Figure 37: BR 30/1 scrubber dryer from Kärcher

**ADVERTISING AND MARKETING ACTIVITY**

- Increasing adspend showcases the competitive landscape of the category**

Figure 38: Total above-the line, online display and direct mail advertising expenditure on household cleaning equipment\*, 2017-21

- Procter & Gamble continues to be the top advertiser**

Figure 39: Recorded above-the-line, online display and direct mail total advertising expenditure on household cleaning equipment\*, by top advertisers, 2018-21

- Kärcher continues to push Window Vac**

Figure 40: Kärcher's Window Vac Instagram post, 2021

- Vileda advertisements emphasize efficacy**

Figure 41: Vileda's television adverts, 2021

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Full Report PDF

Infographic Overview

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- Mapa Spontex invests to push its dustpan product**  
 Figure 42: Mapa Spontex advertisements, 2021
- Adspend on vacuum cleaners rebounds in 2021**  
 Figure 43: Total above-the-line, online display and direct mail advertising expenditure on vacuums, 2017-21
- Vax leads the market for adspend in vacuum cleaner category**  
 Figure 44: Recorded above-the-line, online display and direct mail total advertising expenditure on vacuums, by top advertisers in 2021, 2019-21
- Major players invest in cordless vacuum with new technologies**  
 Figure 45: Share of highest recorded adspend in vacuums, by top advertisers, 2021
- Nielsen Ad Intel coverage**

**RESPONSIBILITY FOR PRODUCT PURCHASE**

- Majority of people are involved in shopping for cleaning equipment**  
 Figure 46: Responsibility for purchasing household cleaning equipment, by gender, 2021
- Support society to diminish gender disparity**  
 Figure 47: Responsibility for purchasing household cleaning equipment, by age and gender, 2021

**USAGE OF CLEANING EQUIPMENT**

- Kitchen takes centre stage for usage of cleaning equipment**  
 Figure 48: Cleaning tools designed for bathroom-specific needs, 2021-22  
 Figure 49: Usage of household cleaning equipment in the last three months, by room in the house, 2021
- Pandemic-led opportunity for cleaning equipment**  
 Figure 50: Any usage of household cleaning equipment in the last three months, 2019 and 2021
- COVID-19 propelled increase in repertoire for cleaning equipment**  
 Figure 51: Repertoire of cleaning equipment products used in the last three months, 2019 and 2021

**IMPORTANT PURCHASE FACTORS FOR CLEANING EQUIPMENT**

- Reusability accounts for sustainable and cost-effective living**  
 Figure 52: Important factors when buying household cleaning equipment, November 2021

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- Powerpoint Presentation
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- Demand for multifunctional products poses threat to specialist equipment
- Upsurge in demand for antibacterial claim during COVID-19 pandemic

## BEHAVIOURS AROUND CLEANING EQUIPMENT

- Support consumers towards eco-friendly behaviours
- Encourage consumers to recycle by acting as educators

Figure 53: Cleaning equipment behaviours, 2021

- Tackle the threat from kitchen rolls through relevant innovation

Figure 54: Product launches with additional claims for enhanced hygiene and antibacterial properties, 2021

## USAGE OF FLOOR CLEANING EQUIPMENT

- Prepare for penetration of technology in household care space

Figure 55: Usage of floor cleaning equipment, 2021

- Integrated equipment can resonate with parents
- Working from home will expand usage of dustpans, brooms and brushes

## BEHAVIOURS AROUND FLOOR CLEANING

- Consumers anticipate equipment to support germicidal properties

Figure 56: Floor cleaning behaviours, 2021

- Fulfil the desire for convenient cleaning through robotic cleaners

## ATTITUDES TOWARDS HOUSEHOLD CLEANING EQUIPMENT

- Put sustainability at the heart of cleaning homes
- Combine sustainability with durability and performance

Figure 57: Attitudes towards household cleaning equipment, 2021

- Product features override price consciousness

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- Abbreviations
- Consumer research methodology

## APPENDIX: FORECAST METHODOLOGY

- Market forecast and prediction intervals

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 58: Value of the household cleaning products market (prepared January 2022), 2016-26

Figure 59: UK central forecast value sales of household cleaning products market (prepared January 2022), 2021-26

- **Market drivers and assumptions**

Figure 60: Key drivers affecting Mintel's market forecast, 2021-26

- **Forecast methodology**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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