

Cleaning the House - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Key cleaning audiences
- Changes in cleaning frequency in the last year
- Key drivers of cleaning frequency shifts
- Cleaning behaviors
- Attitudes toward cleaning

Cleaning behaviors remain elevated, yet a slight shift in those claiming to be cleaning more often compared to last year echoes the lingering nature of the pandemic's impact coupled with a return to some old routines and lifestyles. Among a slew of other issues and concerns among manufacturers and consumers challenging the household cleaning category, inflation has joined the list. While other industries are feeling the impact more prominently as household care is largely a needs-based market, inflation will still have some impact on shopping behaviors, particularly among adults that already are struggling to make ends meet. Looking ahead, while germ management will continue to be a motivator for category participation, safer cleaning and convenience will re-emerge as important drivers of innovation and engagement in a post-pandemic world.



“Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened cleaning behaviors.”

– **Rebecca Watters,**
Associate Director,
Household & Health

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**
- **COVID-19: US context**
- **Economic and other assumptions**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Cleaning category outlook, 2022–27
- **Key consumer insights**
- **Cater convenience to key groups**
- **Focus on valuable markets**
Figure 2: Cleaning more often, by age, race and Hispanic origin, parental status, number of generations in household, 2022
- **Cleaning Enthusiasts have an eye for ingredients**
Figure 3: Cleaning attitudes, by cleaning segments, 2022
- **The next wave of clean cleaning will take cues from adjacent categories**

MARKET FACTORS

- **States take aim at plastic content and recycling infrastructure**
- **2021 supply chain bottlenecks force investment in 2022**
- **Inflation could come for discretionary funds**
- **The shift from pandemic to endemic will re-establish cleaning behaviors**
- **Hybrid work is here to stay**
Figure 4: Cleaning frequency, by work-from-home status, 2022

KEY AUDIENCE

- **Most adults do at least some house cleaning and shopping**
Figure 5: Housecleaning responsibilities, by gender and age, parental status by gender, 2022
Figure 6: Household cleaning product shopping responsibilities, 2022
- **Most consumers fall into “cleaning enthusiast” segment**
Figure 7: Cleaning segments, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Cleaning Enthusiast characteristics**
- **Cleaning Non-Enthusiast characteristics**
 Figure 8: Dawn Ultra Platinum EZ-Squeeze Refreshing Rain Scented Dishwashing Liquid; Dawn Ultra Platinum Powerwash Fresh Scent Dish Spray

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Partnerships, expansions help homecare adapt for the future**
 Figure 9: Celebrity-owned homecare lines
- **Private label can ride wave of demand**
 Figure 10: MULO sales of select household care products, by private label, latest available 12-month performance, 2020-21
- **Cleaning robots aim to increase value with focus on performance**
 Figure 11: Roborock CES post – S7 MaxV ultra , 2022
- **The changing face of clean label within the household space**
- **The future of household packaging must be green**
 Figure 12: US beauty and personal care and select household product launches with metal aluminum packaging, 2021
 Figure 13: Household care product launches featuring metal aluminum packaging
- **Connecting on social: go to where they want you, not where they are**
 Figure 14: Online behaviors, by select cleaning behaviors, 2022

THE HOUSEHOLD CLEANING CONSUMER – FAST FACTS
CLEANING FREQUENCY

- **COVID-19 cleaning habits are sticky**
 Figure 15: Cleaning frequency, 2020-22
- **Cleaning frequency increases with health risk**
 Figure 16: Cleaning more often, by age, race and Hispanic origin, parental status, number of generations in household, 2022
- **Safety and health drive cleaning habits; emotional reward is secondary**
 Figure 17: Reasons for cleaning more often, 2021-22
- **Focus on convenience to drive cleaning**
 Figure 18: Reasons for cleaning less often, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

CLEANING BEHAVIORS

- **Cleaning habits reveal continued engagement opportunities**
Figure 19: Cleaning behaviors, 2022
Figure 20: Grove Collaborative Instagram post, 2022
- **Enthusiasm equates to engagement**
Figure 21: Cleaning behaviors, by cleaning segments, 2022
- **Conscious cleaners heavily invested, but limiting product range**
Figure 22: Select cleaning behaviors, by ingredient preferences, 2022
- **Reach parents where they are spending their time: on digital channels**
Figure 23: Select cleaning behaviors, by parental status, 2022

CLEANING ATTITUDES

- **Brand switching will continue amid evolving cleaning behaviors**
- **“Clean cleaning”**
Figure 24: Cleaning attitudes, 2022
- **Enthusiasts look for “clean” innovation**
Figure 25: Select cleaning attitudes, by cleaning segments, 2022
- **Accessibility critical in growing tech-cleaning tools**
Figure 26: Attitudes toward cleaning robots, by age, household income, parental status, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE CONSUMER

- Figure 27: Cleaning participation, 2022
- Figure 28: Cleaning enjoyment, 2022
- Figure 29: Cleaning skill, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.