

# Cleaning in and Around the Home - UK - 2023

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- How cleaning has changed since COVID-19
- Who enjoys cleaning the most
- How to help consumers increase their cleaning skills
- Priorities consumers have when cleaning
- The role of social media for cleaning advice

Gender equality in household chores reached a peak during the pandemic, however those gains have reversed as men have typically shifted back to cleaning for shorter periods of time. The number of males cleaning more than 5 hours per week has fallen, whilst the number of males cleaning less than 2 hours per week has risen. This suggests the gender chore gap is worsening, and it therefore becomes vital for brands to promote equal home partnerships. Shifting gender stereotypes starts within the home, and seeing men and women contribute equally to household chores will set the foundation for the next generation of cleaners and indirectly influence greater gender equality across all areas of society.

The cost of living crisis is unlikely to strongly and directly affect how people are cleaning their homes. However, inflation will continue to eat into consumer spending power over the course of 2023. In order to save money, consumers are reducing their outgoings by cutting back on luxuries, non-essential products as well as limiting their outdoor social and leisure activity spend. This could lead to consumers spending more time at home, and have a direct uplift on cleaning needs.

The biggest threat facing the household care industry is consumers' willingness to experiment with cheaper home-made alternatives. Whilst overall, consumers are reluctant to switch from their usual brands, seeing it as a last resort, consumers are placing a higher focus on value for money. Younger consumers are more likely to come across cleaning influencers who promote simple and



“Post-pandemic, the share of men cleaning for longer than five hours a week has slowed, while the share of women cleaning for the same time has remained similar. Shifting gender stereotypes within society starts within the home, and the household care industry is well placed to address this imbalance and move towards gender equality.”

– Nikita Shergill, Research Analyst

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inexpensive everyday cleaning solutions made from natural ingredients commonly found in kitchen cupboards.

Long term this could feed into concerns around limiting harsh chemical use, highlighted by the pandemic. This concern is particularly high among those who said they change the way they clean their homes since the COVID-19 outbreak. As consumers rethink what it means for their homes to be clean, they are looking to alternatives based on natural ingredients or probiotics. Brands can tap into the interest of gentle and natural cleaning with a 'better for you and your home' approach.



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