



Cleaning the House - US - 2023

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This report looks at the following areas:

- Important demographics for the household and cleaning category
- Shifts in cleaning frequency and motivations
- Attitudes and behaviors toward cleaning equipment
- Attitudes toward ingredients and claims
- General attitudes and behaviors toward cleaning

Consumers remain consistent in their approach to cleaning the home. While cleaning behaviors remain elevated, historic inflation has created a challenging environment that is causing consumers to shift how they clean and shop the category. Although performance is prioritized over price, nearly half (45%) of those who clean claim to be spending less in the category due to having to allocate more income towards other essentials. This, coupled with changing cleaning habits, suggest that rather than forgoing purchases, adults are using products more sparingly or trading down to private label, which for many is no longer a compromise.

Still, brands have a unique opportunity to attract new consumer segments and deliver products that meet the needs of those seeking sustainability without compromising on convenience and extend household care deeper into the wellness space.



"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need to focus on expanding audience reach."

- Rebecca Watters, Associate Director – Health and Home

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