

# Multicultural America: Cleaning the Home - US - 2023

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## This report looks at the following areas:

- Attitudes toward and motivations for cleaning the house
- Household cleaning responsibility, frequency and skills
- Cleaning products shopping responsibility and preferred cleaning product attributes
- Cleaning product ingredient preferences

Household care is a near-universal touchpoint for US consumers. Rising prices and lingering health/safety concerns have consumers relying on the home for a growing share of eating, leisure and social activities, which need to be cleaned beforehand and/or after. What's more, a clean home ties to a core consumer goal: wellness, including physical health (germ reduction) and mental health (stress reduction).

While the majority of US adults have a role in cleaning the home, some groups bear a larger brunt of the responsibility. Black (61%) and Hispanic (61%) adults are most likely to take sole responsibility and are least likely to share the responsibility with others in the household. While these groups are also the most likely to report they enjoying cleaning, only about one third say that's the case, suggesting a need for recognition and support from brands in the category.

Cleaning the home remains a gendered activity, with women the primary cleaners and shoppers for cleaning products. Hispanic women (67%), particularly moms, carry the heaviest load, presenting an opportunity for brands to drive conversations around equity in the division of household labor.

Value is a core deliverable in the space, extending beyond low price to include attributes such as convenience and efficacy. During a time of cost-consciousness, consumers aren't giving household cleaning brands a pass. 60% of home cleaners read labels and natural positioning and recognizable/simple ingredients are resonating. While mainstream brands continue to reign, 64% of consumers believe store brands are just as effective.



"Black and Hispanic Americans are more likely than average to carry the sole responsibility of cleaning the home and shopping for cleaning products, with women and moms, in particular, shouldering outsized responsibility."

– Carol Wong-Li, Director – Consumers and Culture

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## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

### EXECUTIVE SUMMARY

- **Top Takeaways**
- **Consumer trends**
- **One in five US adults are Cleaning Enthusiasts**  
Figure 1: Household cleaning segmentation, by race/Hispanic origin, 2023
- **Cleaning frequency experienced a net gain from 2022-23**  
Figure 2: Change in cleaning frequency, by race/Hispanic origin, 2023
- **Time is a bigger issue than money in reduced cleaning frequency**  
Figure 3: Reasons for cleaning less often, 2023
- **Competitive strategies**
- **Category must go beyond environmental claims**  
Figure 4: Household cleaning product launches, by leading claims, 2020-23\*
- **Cobranding contributes to value, convenience, efficacy**  
Figure 5: Household cleaning product launches with cobranded claim, 2023  
Figure 6: Household cleaning product launches, by fastest growing claims, 2020-23\*
- **Market predictions**  
Figure 7: Household cleaning outlook, 2023-28
- **Opportunities**
- **Multi-purpose products deliver multi-value**  
Figure 8: Preferred cleaning product attributes, by race/Hispanic origin, 2023
- **Align cleaning of the home with clearing of the mind**  
Figure 9: Reasons for cleaning more often, 2023
- **Brands can target, encourage consumers based on their cleaning confidence**  
Figure 10: Cleaning skills, by race/Hispanic origin, 2023

### MULTICULTURAL AMERICA

- Brands are speaking to an increasingly diverse US population

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Figure 11: US population, by race/ Hispanic origin, 2018-28

- **Multicultural Americans skew younger**

Figure 12: Method Products, "Mow the Lawn" Instagram post, 2023

Figure 13: Distribution of US generations, by race/ Hispanic origin, 2023

- **Mixed race, White, Hispanic Americans see greater growth in births**

Figure 14: SC Johnson Family Guard Fresh Disinfectant Cleaner, 2023

Figure 15: Births, by race/ Hispanic origin of mother, 2020 and 2021

- **Black and Hispanic households underindex for median income**

Figure 16: Median household income, by race/ Hispanic origin of householder, 2020

### MARKET FACTORS

- **Inflation slows, but price increases continue to be felt**

Figure 17: Consumer price index change from previous period, 2020-23

Figure 18: Consumer sentiment index, 2020-23

Figure 19: Financial situation, by race/Hispanic origin, 2023

Figure 20: Unemployment, by Black and Hispanic consumers, January-May 2023

- **Value will be the name of the game in household cleaning products**

Figure 21: Change in spending, by category, 2023

Figure 22: Cost savings behavior, by race/Hispanic origin, 2023

Figure 23: Seventh Generation and Amazon Prime Day deal – Instagram post, 2023

- **More than half of US adults entertain at home**

Figure 24: Method Products, Get Gleaming Giveaway – Instagram post, 2022

Figure 25: Home entertaining, by race/Hispanic origin, 2023

- **Home cooking requires home cleaning**

Figure 26: Cooking frequency, by race/Hispanic origin, 2022

- **Prominence of pet ownership presents market for specialized home cleaning**

Figure 27: Pet ownership – Any, by race/Hispanic origin, 2023

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- Figure 28: Seventh Generation Leaping Bunny Certified Cleaners – Instagram post, 2023
- **Health awareness is a natural fit for household cleaning brands**  
Figure 29: Mental health attitudes – Agree, by race/Hispanic origin, 2023
  - **Tie cleaning the house with clearing the mind**  
Figure 30: Top health priorities (NET) – Any rank, by race/Hispanic origin, 2023  
Figure 31: Mental health conditions experienced in the past 12 months, by race/Hispanic origin, 2023

HOUSEHOLD CLEANING SEGMENTATION

- **One in five US adults can be considered Cleaning Enthusiasts**  
Figure 32: Household cleaning segmentation, by race/Hispanic origin 2023
- **Cleaning Enthusiasts are most likely to be doing all the cleaning themselves, Cleaning Non-enthusiasts get an assist**  
Figure 33: Household cleaning responsibility, household cleaning segmentation, 2023
- **Room exists for a brand to aim directly at Cleaning Enthusiasts**  
Figure 34: Preferred cleaning product attributes, by household cleaning segmentation, 2023
- **Enjoyment plays significant role in stepped up cleaning among Cleaning Enthusiasts**  
Figure 35: Reasons for cleaning more often, by household cleaning segmentation and race/Hispanic origin, 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Category leads with environmental claims, needs to boost other attributes**  
Figure 36: Household cleaning product launches, by leading claims, 2020-23\*  
Figure 37: Household cleaning launches with some form of value claim, 2023
- **Cobranding contributes to value, convenience, efficacy**  
Figure 38: Household cleaning product launches with cobranded claim, 2023  
Figure 39: Household cleaning product launches, by fastest growing claims, 2020-23\*

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|                         |
|-------------------------|
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## THE CONSUMER – FAST FACTS

- **Black, Hispanic shoppers take the load of solo cleaning responsibility**
- **Cleaning the house is a gendered activity across race/Hispanic origin**
- **Hispanic adults clean most frequently**
- **Parents are more likely and more frequent cleaners**
- **Cleaning brands will find a core shopper segment in Black adults**
- **Shoppers are reading labels**

## HOUSEHOLD CLEANING/SHOPPING RESPONSIBILITY

- **Black, Hispanic shoppers take the load of solo cleaning/shopping responsibility**  
Figure 40: Household cleaning responsibility, by race/Hispanic origin, 2023  
Figure 41: Household shopping responsibility, by race/Hispanic origin, 2023
- **Women remain primary cleaners and shoppers for cleaning products**  
Figure 42: Household cleaning responsibility – Any responsibility, by race/Hispanic origin and gender/age, 2023  
Figure 43: Household cleaning responsibility – Sole responsibility, by race/Hispanic origin and gender/age, 2023  
Figure 44: Household shopping responsibility, by race/Hispanic origin and gender/age, 2023
- **Moms balance cleaning responsibilities with parenting**  
Figure 45: Household cleaning responsibility, by race/Hispanic origin and parental status, 2023  
Figure 46: Hispanic moms – household tasks responsibility, 2023

## HOUSEHOLD CLEANING FREQUENCY

- **Hispanic adults clean most frequently**  
Figure 47: Household cleaning frequency, by race/Hispanic origin, 2023  
Figure 48: Household cleaning frequency – Very frequently/regularly, by race/Hispanic origin and gender/age, 2023
- **Parents are more frequent cleaners**  
Figure 49: Household cleaning frequency, by race/Hispanic origin and parental status, 2023
- **Germs and smells drive increase in cleaning**

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Figure 50: Change in cleaning frequency, by race/Hispanic origin, 2023

Figure 51: Lysol Monkeypox – Instagram post, 2022

Figure 52: Reasons for cleaning more often, 2023

Figure 53: Seventh Generation Cold and flu season – Instagram post, 2022

Figure 54: Reasons for cleaning more often – Health, by race/Hispanic origin, 2023

- **Slight move toward cleaning equity**

Figure 55: Change in cleaning frequency, by race/Hispanic origin and gender, 2023

- **Stress reduction is a strong pro-cleaning message for young adults**

Figure 56: Reasons for cleaning more often – Physical and mental health, by age, 2023

- **Time constraints drive cleaning cutbacks**

Figure 57: Reasons for cleaning less often, 2023

## CLEANING ATTITUDES

- **Enjoyment**

- **Black adults are most likely to enjoy cleaning**

Figure 58: Kikkerland Kitty Scrub Sponge, 2023

Figure 59: Cleaning attitudes, by race/Hispanic origin, 2023

Figure 60: cleaning attitudes, by race/Hispanic origin and parental status, 2023

- **Young adults, in particular, could be engaged through enjoyment of cleaning**

Figure 61: Cleaning attitudes, by race/Hispanic origin and gender/age, 2023

- **Motivations**

- **Cleaning has strong ties to relaxation**

Figure 62: Attitudes toward cleaning – Motivations – Any agree, by race/Hispanic origin, 2023

## CLEANING SKILLS

- **Brands can target consumers based on their cleaning confidence**

Figure 63: Cleaning skills, by race/Hispanic origin, 2023

- **Marketing skills building can grow engagement, pride in job well done**

Figure 64: Cleaning skills, by race/Hispanic origin and gender/age, 2023

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## PREFERRED CLEANING PRODUCT ATTRIBUTES

- **Attributes**
- **Multi-purpose products deliver multi-value**  
Figure 65: Preferred cleaning product attributes, 2023  
Figure 66: Preferred cleaning product attributes, by race/Hispanic origin, 2023
- **Trifecta of multi-purpose, antibacterial and scented sways core cleaners**  
Figure 67: Preferred cleaning product attributes, by race/Hispanic origin and gender (female), 2023
- **Ingredients**
- **Shoppers are reading labels, simple is better**  
Figure 68: Attitudes toward cleaning – Cleaning product ingredients – Any agree, by race/Hispanic origin, 2023  
Figure 69: Seventh Generation, Environmental Racism – Instagram post, 2023
- **Brand**
- **It's time for store brands to strike**  
Figure 70: Attitudes toward cleaning – Cleaning product brand preference – Any agree, by race/Hispanic origin, 2023
- **Environmental claims**
- **Packaging has stronger ties to environment than ingredients**  
Figure 71: Puracy Clean Can – Instagram post, 2023  
Figure 72: Attitudes toward cleaning – Environmental claims – Any agree, 2023

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

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