

Cleaning the Home - Canada - 2023

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This report looks at the following areas:

- Market drivers impacting the home cleaning market, including inflation
- Responsibility for cleaning the home and shopping for household cleaning products
- Change in cleaning frequency
- Motivations for increasing or decreasing cleaning frequency
- Priorities for household cleaning products.

Even in this time of economic uncertainty, product performance continues to be prioritized. Two thirds (67%) of consumers rate performance/reliability as more important than price. This speaks to consumer desires for an efficient and low-effort cleaning routine.

Cost of living concerns will have consumers looking for enhanced value from their cleaning routines. With 63% of consumers claiming that store brand products are on par with name brand ones, the imperative to build value beyond name recognition will be key. Versatility and performance are two areas that will help brands earn their keep.

A lack of time is a considerable barrier to increased cleaning frequency. As such, consumers will be looking for products and tools that eliminate some of the effort required to keep their homes tidy. Multi-purpose tools that can tackle a variety of messes are an example of products that can help consumers overcome this time hurdle.

Focusing on a more holistic sense of wellness is an opportunity for cleaning brands. Consumers are looking for ways to alleviate stress and free up time for fulfilling pursuits. Linking a clean home to a sense of calm may encourage additional cleaning occasions, particularly since many Canadians enjoy cleaning and feel a sense of accomplishment from a job well done.



“Cleaning habits have become somewhat less intense compared to the height of the pandemic. The economic pressures facing households will have shoppers trading down and seeking additional value in cleaning products that promise strong efficacy and multi-functionality.”

– **Meghan Ross, Senior Analyst – Home & BPC**

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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.

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