

# Household Surface Cleaners - Canada - 2023

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Market drivers impacting the household surface cleaner market.
- Competitive strategies and market opportunities for household surface cleaners.
- Household surface cleaner usage.
- Purchase factors when shopping for household surface cleaners.
- Change in cleaning routines compared to a year ago.
- Interest in cleaning innovations.
- Cleaning attitudes and behaviours.

Cost and efficacy concerns that once plagued eco-friendly household cleaners are fading as consumer confidence in these products grows. Six in 10 (62%) consumers say that they prefer to purchase eco-friendly household cleaners. Major brands playing in this space have made these products more accessible with price drops and improved distribution. Sustainability initiatives are well-received by consumers and will be expected to be the norm, rather than the exception, going forward.

Rising costs have consumers tightening their purse strings. Trading down is common, with one in five (19%) consumers using private label brands more often this year. With many consumers viewing store brand products on par with name brand products, the temptation to save will have some shoppers switching.

Price sensitivity is a significant threat to market growth. Almost four in 10 (37%) consumers report buying cleaning products on sale more often this year compared to a year ago. Brands must justify their cost by demonstrating value through alternative means like added convenience or increased efficacy.

A quarter (24%) of consumers have increased the amount of attention paid to product labels since last year, indicating a growing interest in surface cleaner formulations. Brands can build upon this consumer curiosity by including clear and simple ingredient lists. Innovations in the natural cleaner space are



"The increased cost of living has pushed consumers to pay closer attention to the true value of their household surface cleaning products. In addition to price, shoppers are seeking versatility from their products and a promise of strong efficacy to ensure that they are receiving the best bang for their buck."

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

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expected to be met with consumer enthusiasm since 62% of consumers prefer natural household surface cleaning products. Continued performance improvements and cost decreases with natural products are anticipated to further increase consumer interest.

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