

## Household Cleaning Equipment - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Household cleaning equipment sales overall have risen only modestly in recent years, yet the diverse \$3.6-billion category offers opportunities for innovative tools that help people get more out of the time and effort they devote to keeping their homes clean and healthy.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- Making microfiber work
- Disposable vs reusable
- Focus on the experience

Household cleaning equipment sales overalls have risen only modestly in recent years, yet the diverse \$3.6-billion category there is plenty of room for innovative tools that help people get more out of the time and effort they devote to keeping their homes clean and healthy. While traditional mops, buckets, brushes, and brooms remain go-to housecleaning choices, marketers and retailers stand to gain with fresh ideas that make housecleaning a more satisfying experience.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Demographics

Characteristics

Opportunity

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Deep Cleaners

Demographics

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