

Cleaning in and Around the Home - UK - December 2018

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“Brands in the cleaning market have to react to changes in the structure of households in the UK – more older consumers, more people living alone, more people living with less space, and hence less need to clean. Adapting to that will be challenging, but there are positive signs too, such as a growing recognition of the role cleaning can play in improving mental health.”

- Hera Crossan, Research Analyst

This report looks at the following areas:

- **Societal changes affect cleaning landscape**
- **Can household cleaning improve mental health?**
- **The rise of the social media cleaning influencer**

The changing demographics of the UK and the changing lifestyles of its inhabitants are shaping changes in the cleaning products market. Brands operating in the sector must adapt to an ageing population and ensure their products are suitable for consumers who may have more time to clean, but also less physical ability. Smaller households and living spaces will also become a challenge.

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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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