

Hispanics and Household Cleaning Trends: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on Hispanics and how their cleaning habits have changed.
- Why Hispanics are cleaning more (hint: COVID-19 drives cleaning, but there is more).
- How cleaning has become more proactive and protective as a line of defense.
- What attributes Hispanics consider important when choosing household cleaning products.

Hispanics are a critical target for household cleaning brands as they account for almost one in five US consumers, live in larger households, and are more likely to have children. While they tend to be value-oriented when shopping for cleaning products, COVID-19 has put cleaning at a higher priority, and the majority of Hispanics are cleaning more frequently – and thus, spending more on cleaning. COVID-19 has also made it clear that highlighting functional attributes (such as antibacterial and anti-germ) are must-haves but are not enough to create differentiation. The challenge for cleaning brands is to keep the momentum going once the pandemic is under control and cleaning stops being imperative.



“COVID-19 made cleaning the house a priority, and the majority of Hispanics have increased their cleaning frequency. Because COVID-19 is the key factor driving the shift, Hispanics’ cleaning habits may slow down once the pandemic is under control.”

– **Juan Ruiz, Director of Hispanic Insights**

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