

# Black Consumers and Household Cleaning Trends: Incl Impact of COVID-19 - US - November 2020

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## This report looks at the following areas:

- The impact of COVID-19 on Black consumers and their approach to spending on household cleaning products
- Which cleaning products are most critical for Black consumers and how their usage compares to the general market and the categories that command more brand loyalty
- What product attributes Black consumers look for when shopping for household cleaning products
- How cleaning product brands can meet Black consumers' needs and what messages resonate most

Like all consumers, Black consumers are concerned with COVID-19 and are responding by taking control of what they can – the health and safety of their households. While the pandemic continues to threaten health and personal finances, Black consumers' approach to cleaning their homes will include a greater focus on prevention and protection along with reactive and routine cleaning. Trusted name brands for the most critical cleaning activities where germ-killing and disinfecting are important will remain the preferred option. However, the COVID-19 recession will also create more opportunity for private label products and less-familiar brands to make it into this shopper's basket if they can convince consumers that performance is comparable at a lower price.



“Even before COVID-19 impacted consumers' lives and elevated the importance of cleanliness, Black consumers showed a tendency to use more household care products.”

– Fiona O'Donnell, Director  
US Reports – Multicultural

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