

Cleaning the House: Incl Impact of COVID-19 - Canada - June 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the household cleaner market
- How the market will fare during the COVID-19 recession
- Household cleaning and shopping behaviours
- Attitudes towards cleaning and household cleaning products

Canadians are looking to streamline and speed up their typical cleaning routines with products that they consider safe for their families and the environment. COVID-19 has elevated the status of cleaning products by placing a greater emphasis on disinfection. As a result, consumer behaviours have shifted towards more frequent cleaning and sanitizing, while the link between home hygiene and health has received greater prominence. As concerns around COVID-19 subside, consumers will continue to prioritize health and safety elements of their cleaning products, and will seek value in the brands they select.



“COVID-19 has placed a spotlight on the importance of hygiene and household cleaning, elevating the significance of cleaning products. Cleaning products now offer an element of control and some peace of mind in an ever-changing, unpredictable situation.”

– Meghan Ross, Senior Home and Beauty Analyst

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- **...and incorporate natural and plant-based ingredients**
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