

# Attitudes towards Germs: Inc Impact of COVID-19 - UK - November 2020

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## This report looks at the following areas:

Value sales of the germ-killing cleaning product category are expected to record a 45.5% increase to £358.5 million in 2020, driven by hygiene-related concerns generated by the pandemic. Mintel's consumer research underlines this, with 48% of germ-killing cleaning product users having spent more time cleaning their house since the start of the outbreak, and 44% having increased their use of germ-killing cleaning products around the house.

Despite demand for germ-killing cleaning products remaining higher than before the COVID-19 epidemic, value sales in the category are expected to see a gradual decline. This will strongly depend on a vaccine becoming available in 2021. The economic after-effects of the pandemic will also impact on the size of the market, leading consumers to opt for private labels and lower-priced options.

As private labels extend their offering and gain competitiveness, it will become even more crucial for brands to emphasise their added value and original features to stand out. While exclusive scents and unique packaging concepts designed to make homecare more inclusive can help brands to differentiate their offering, investments in innovative product concepts like UV light or suitable for use on the body have the potential to disrupt the entire category in the longer term.

The new focus on home and personal hygiene offers brands novel opportunities to resonate with consumers, tapping into healthy lifestyles and newly developed cleaning needs. As consumers associate usage of germ-killing cleaning formulas with feelings of safety, brands are well positioned to encourage a health-focused and emotional approach to homecare routines, and extend their ranges with NPD designed to support consumers' physical and emotional wellbeing. Aromatherapy and brand initiatives aimed at inspiring healthy habits and home environments will help brands to acquire a new role in people's lives.



**"The remarkable rise in sales of germ-killing cleaning products recorded in 2020 will be hard to replicate."**

**– Emilia Tognacchini, Junior Research Analyst – 16 November 2020**

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- The impact of COVID-19 on the germ-killing cleaning product market
- Launch activity and innovation opportunities for 2021 and beyond
- Preference towards germ-killing cleaning products and usage frequency of germ-killing cleaning products around the house
- Important product features in germ-killing cleaning products
- Changes in consumer behaviours around homecare and germ-killing cleaning products since the COVID-19 outbreak
- Interest in germ-killing cleaning product concepts
- Attitudes towards germ-killing cleaning products

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