

Cleaning the House - UK - January 2013

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“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes and making use of a variety of media and industry links. Content for the promotion of new products needs to focus on what getting the cleaning done using particular products means to people in terms of giving them emotional satisfaction and improving the ambience of their home.”

– **Richard Caines, Senior Household Care Analyst**

In this report we answer the key questions:

- Which demographic groups could be encouraged to do more cleaning?
- How can people’s cleaning priorities be used to maximise sales?
- What can brands do to help people with their most disliked jobs?
- What themes can new campaigns adopt to stand out in the market?
- What industry and media links could be used to generate more interest?

Worth over £1 billion in 2012, the UK household cleaning market encompasses products for a wide range of cleaning jobs around the home and caters for one of the largest elements of household chores. Significant variations exist in the amount of time people spend on it during a typical week, suggesting substantial room to increase sales to particular groups.

Busy lifestyles are a barrier to some people not doing more cleaning, but so too is a lack of inclination, with certain cleaning tasks such as kitchens and toilets being prioritised over others. The vast majority of people, however, do take pride in their home and want it to project a positive impression to others, indicating that more help is needed in making cleaning quicker, easier and seeming like less of a chore.

Increasing engagement with reluctant cleaners and encouraging them to clean more frequently and to not neglect particular tasks will be important to growth in this market. At the same time, increasing frequency of cleaning particular areas such as kitchens, toilets and bathrooms among the more proactive cleaners could also help increase the value of sales.

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