

Cleaning Habits of Young Adults - UK - October 2014

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“With independence, in terms of moving away from the parental home, comes greater responsibility for household cleaning matters, so this is an important time for household care brands to engage with young adults through communications about the latest time-saving cleaning products or equipment, as well as advice and ideas on maintaining a clean and tidy home.”
- Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- The impact of delayed adulthood on the household cleaning market
- Using advice on household cleaning to increase brand loyalty
- Themes relating to brand choice most likely to engage young people
- Focusing on young adults' cleaning priorities to help increase sales
- Using attitudes towards cleaning to drive product development

Lack of housing affordability is making it more difficult for young adults to buy or rent their own homes, thus delaying their adulthood and independence as they continue to live with parents. Despite this trend of young people leaving home at an older age, the majority of 25-34-year-olds are living independently, which makes this a key age range for the targeting of household cleaning products.

Young adults, although a diverse group in terms of living situation, share a common characteristic of being relatively inexperienced in household cleaning matters, and this makes it important for brands to communicate to them not just new products but also solutions to household cleaning problems. This includes time-saving products and solutions for homes with limited space.

This report looks at the characteristics of young adults defined as Millennials; how much responsibility they take for household chores; how they get advice on tackling cleaning problems; the factors most likely to influence their choice of brand; the cleaning tasks they consider most important; and their attitudes towards cleaning the home.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Seeking advice, influences on brand choice and cleaning priorities

Demographic characteristics

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Seeking advice, influences on brand choice and cleaning priorities

Demographic characteristics

Lacking Time and Space (27%)

Seeking advice, influences on brand choice and cleaning priorities

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Demographic characteristics

Apathetic (27%)

Seeking advice, influences on brand choice and cleaning priorities

Demographic characteristics

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