

Cleaning for the Family - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“In promoting cleaning products to families, campaigns most likely to appeal are those focused on making the most disliked tasks less of a chore and those reassuring parents that products can help to safeguard the family home in terms of being safe to use around children and maintaining hygiene.”

Richard Caines, Senior Household Care Analyst

This report looks at the following areas:

- Making the most disliked cleaning tasks less of a chore
- Product categories that should increase their focus on families
- Implications of health and hygiene concerns for the market

Families with dependent children are the most important group to target for household cleaning brands as they tend to be larger households and, due to the presence of children, have more cleaning to do. They are therefore more likely to use up cleaning products quickly, so are more frequent shoppers for these products. Their busy lifestyles also give convenient solutions added appeal.

Added to this, parents, especially those with younger children, have more concerns relating to health and hygiene issues and need to be reassured that the products they are using are the best for safeguarding the health of them and their family. This means companies face a challenge in striking a balance between offering powerful and effective cleaners and products that are family-friendly.

This report looks at how frequently different cleaning tasks take place in families, who takes responsibility for various cleaning jobs, which cleaning tasks families dislike doing the most, attitudes towards health and hygiene in the family home and shopping behaviour. It also compares responses between families and other groups to highlight key differences in behaviour and attitudes.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Cleaning for the Family - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

Market drivers

Nearly 8 million families with dependent children

Figure 1: Breakdown of families (parents of under-18s) who do cleaning tasks, by age, October 2014

The consumer

Kitchen surfaces cleaned most frequently

Figure 2: Doing cleaning tasks more than once week – Families vs. other groups, October 2014

Room for more sharing of cleaning responsibilities in families

Figure 3: Responsibility for different cleaning tasks in families, October 2014

Ovens and toilets the worst cleaning jobs

Figure 4: Most disliked cleaning tasks – Families vs. other groups, October 2014

Families more concerned about health and hygiene issues

Figure 5: Any concern with issues relating to health and hygiene in cleaning – Families vs. other groups, October 2014

Tesco and Asda appeal more to families

Figure 6: Source of purchase for household cleaning products – Families vs. other groups, October 2014

Branded cleaning products the main choice for families

Figure 7: Choice between branded and own-brand cleaning products by families, October 2014

Figure 8: What people look out for when shopping for cleaning products – Families vs. other groups, October 2014

What we think

Issues and Insights

Making the most disliked cleaning tasks less of a chore

The facts

The implications

Product categories that should increase their focus on families

The facts

The implications

Implications of health and hygiene concerns for the market

The facts

The implications

Trend Application

Trend: Creature Comfort

Trend: Totophobia

Trend: Life Hacking

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Cleaning for the Family - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Drivers

Key points

Dip in live births follows 10-year increase

Figure 9: Number of live births in UK, 2000-13

25-34-year-olds a key group to target

Figure 10: Breakdown of families (parents of under-18s) who do cleaning tasks, by age, October 2014

Figure 11: Trends in the age structure of the UK population, 2009-19

Figure 12: Families with dependent children, by number of dependent children in the family, 2003 and 2013

Six in 10 families contain married couples

Figure 13: Families in the UK with dependent children, by family type, 2003 and 2013

Pets an important part of modern families

Figure 14: Pet ownership by families (parents with under-18s), October 2014

Most families OK financially but not a lot of money to spare

Brand Research

Brand map

Figure 15: Attitudes towards and usage of brands in the household cleaning sector, November 2014

Correspondence analysis

Brand attitudes

Figure 16: Attitudes, by household cleaning brand, November 2014

Brand personality

Figure 17: Household cleaning brand personality – Macro image, November 2014

Figure 18: Household cleaning brand personality – Micro image, November 2014

Brand experience

Figure 19: Household cleaning brand usage, November 2014

Figure 20: Satisfaction with various household cleaning brands, November 2014

Figure 21: Consideration of household cleaning brands, November 2014

Brand recommendation

Figure 22: Recommendation of selected household cleaning brands, November 2014

The Consumer – Frequency of Doing Different Cleaning Tasks

Key points

Kitchen surfaces cleaned most frequently

Figure 23: Frequency of doing different cleaning tasks in families, October 2014

Figure 24: Doing cleaning tasks more than once week – Families vs. other groups, October 2014

Families an important target market for floor care brands

Figure 25: Vacuuming the floors or mopping floors once a day or more – All vs. owners of dogs and cats, October 2014

Room to encourage more daily bathroom cleaning

Polishing/dusting more frequent in families

The Consumer – Responsibility for Different Cleaning Tasks

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Cleaning for the Family - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

Gender imbalance in cleaning family homes

Figure 26: Responsibility for different cleaning tasks in families, October 2014

Figure 27: Responsibility for different cleaning tasks in families, by gender, October 2014

The Consumer – Most Disliked Cleaning Tasks

Key points

Cleaning the oven the worst cleaning job

Figure 28: Most disliked cleaning tasks in families, October 2014

Figure 29: Most disliked cleaning tasks – Families vs. other groups, October 2014

Cleaning windows another neglected task

The Consumer – Health and Hygiene Aspects of Family Cleaning

Key points

Mixture of health and hygiene concerns

Figure 30: Levels of concern with issues relating to health and hygiene in cleaning, October 2014

Figure 31: Any concern with issues relating to health and hygiene in cleaning – Families vs. other groups, October 2014

Air quality and allergies of concern to families

Germs a big concern for families

The Consumer – Where Families Shop for Cleaning Products

Key points

Tesco has big lead in cleaning products

Figure 32: Source of purchase for household cleaning products, October 2014

Figure 33: Source of purchase for household cleaning products – Families vs. other groups, October 2014

Shopping around for cleaning products

Figure 34: Cross-analysis of stores used by families for buying cleaning products, October 2014

Four in 10 families use one store for buying cleaning products

Figure 35: Number of different stores used by families for buying cleaning products, October 2014

Figure 36: Stores where household cleaning products are bought from, by repertoire of stores where household cleaning products are bought from, October 2014

The Consumer – Buying Behaviour

Key points

Branded cleaning product important to families

Figure 37: Choice between branded and own-brand cleaning products by families, October 2014

Families look for special offers to save money

Figure 38: What families look out for when shopping for cleaning products, October 2014

Figure 39: What people look out for when shopping for cleaning products – Families vs. other groups, October 2014

Child-safe and pet-friendly cleaning products

Eco-friendly products and budget own-brands

Special offers most important to shoppers at all retailers

Figure 40: What families look out for when shopping for cleaning products, by retailers shopped for household cleaning products, October 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com