

Cleaning the House - US - June 2016

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"Cleaning the house may not be something everyone looks forward to, but it remains an essential regular task, with consumers spending an average of more than four and a half hours on housecleaning every week. Understanding consumer attitudes and behaviors regarding cleaning the house is essential for companies marketing products and services in this important sector."

Stephen Brown, Household Analyst

This report looks at the following areas:

- Cleaning is a constant
- Households are getting smaller
- No one has enough time

Definition

This Report examines consumer attitudes and behaviors toward housecleaning, including the amount of time people spend doing housecleaning, their approach to housecleaning overall as well as to individual cleaning tasks, and their preferences in cleaning product attributes and benefits. The following cleaning tasks are covered:

- Cleaning the kitchen (ie, countertop, stovetop, tiles)
- Cleaning the oven
- Vacuuming the floors
- Mopping/sweeping floors
- Polishing/dusting items
- Cleaning the bathroom (ie, bath, sinks, tiles)
- Toilet cleaning
- Window cleaning
- Cleaning upholstery/fabrics

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Cleaning is a constant

Figure 1: Mean time spent cleaning (#), select demographics, March 2016

Households are getting smaller

Figure 2: US household size, percentage change, 2006-15

No one has enough time

Figure 3: Attitudes toward keeping home cleaner, any agree, by select demographics, March 2016

The opportunities

Create products geared toward young men

Figure 4: Attitudes (any agree) and behaviors regarding housecleaning, by men aged 18-34, March 2016

Help people save time

Figure 5: Housecleaning behaviors regarding time spent cleaning, select demographics, March 2016

Think natural and eco-friendly

Figure 6: Attitudes (any agree) and behaviors regarding natural and environmentally friendly products, by select demographics, March 2016

What it means

The Market – What You Need to Know

Wipes are cleaning up

All-purpose cleaners, cleaning equipment lag

Home sizes see a split

Hispanic consumers key for growth

Market Perspective

Wipes, specialized cleaners experience strongest growth

Figure 7: Total US sales of household surface cleaners, by segment, at current prices, 2013 and 2015

Cleaning equipment experiences flat growth

Figure 8: Total US sales of household cleaning equipment, by segment, at current prices, 2012 and 2014

Market Factors

Household sizes decline

Figure 9: US household size, 2006-15

But some home sizes are growing

Figure 10: Median US new home size in square feet, 2005-14

Hispanic population on the rise

Figure 11: Population, by race and Hispanic origin, 2015-25

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Key Players – What You Need to Know

- Wipes are working
- Sharing means caring
- Offer value – And natural ingredients
- Just for men

What's Working?

- Faster and better wipes
- Think natural
- Make sharing simple

What's Struggling?

- Losing the touch

What's Next?

- Making cleaning manly
- The Uber approach
- Make cleaning cool

The Consumer – What You Need to Know

- Everyone cleans
- Younger men, older women key house cleaners
- Significant amount of time spent on cleaning
- Not everyone seems clear on what clean means
- Personal and social sharing key cleaning info sources
- Balancing cleanliness against convenience

Responsibility for Cleaning the House

- Men are cleaning
Figure 12: Housecleaning responsibility, by gender and age, March 2016
- Parents bear the burden – But older kids help
Figure 13: Housecleaning responsibility, by age of children in the household, March 2016
- Asians most likely to share responsibility
Figure 14: Housecleaning responsibility, by race/Hispanic origin, March 2016

Time Spent Cleaning

- More than four hours spent every week
Figure 15: Time spent cleaning, March 2016
- Younger men spend the most time cleaning
Figure 16: Time spent cleaning, by age and gender, March 2016
- Time spent rises with income
Figure 17: Time spent cleaning, by household income, March 2016
- Hispanics clean the longest

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 18: Time spent cleaning, by race and Hispanic origin, March 2016

Housecleaning Behaviors

Consumers stick to the products they know

Figure 19: Housecleaning behaviors, March 2016

Younger consumers the most open to new products

Figure 20: Housecleaning behaviors, by gender and age, March 2016

Figure 21: Housecleaning behaviors, by gender and age, March 2016 (continued)

Parents of young children the most engaged with cleaning

Figure 22: Housecleaning behaviors, by age of children in the home, March 2016

Figure 23: Housecleaning behaviors, by age of children in the home, March 2016 (continued)

Signals of Clean by Room Type

Appearances count

Figure 24: What it means to be clean, March 2016

Younger men not sure what it means to be clean?

Figure 25: What it means to be clean, select factors, by age and gender, March 2016

Figure 26: What it means to be clean, select factors, by age and gender, March 2016 (continued)

Parents need reassurance to know things are clean

Figure 27: What it means to be clean, select factors, by presence of children in the home, March 2016

Figure 28: What it means to be clean, select factors, by presence of children in the home, March 2016 (continued)

Blacks focus on appearances

Figure 29: What it means to be clean, select factors, by race/Hispanic origin, March 2016

Figure 30: What it means to be clean, select factors, by race/Hispanic origin, March 2016 (continued)

Sources of Cleaning Tips and Ideas

Recommendations are key

Figure 31: Sources of cleaning tips and ideas, March 2016

Younger men particularly interested in online information

Figure 32: Sources of cleaning tips and ideas, by gender and age, March 2016

Figure 33: Sources of cleaning tips and ideas, by gender and age, March 2016 (continued)

Hispanics embrace social

Figure 34: Sources of cleaning tips and ideas, by race and Hispanic origin, March 2016

Figure 35: Sources of cleaning tips and ideas, by race and Hispanic origin, March 2016 (continued)

Attitudes toward Housecleaning

People aspire to keep their home clean

Figure 36: Attitudes toward housecleaning, March 2016

Young men actually enjoy cleaning house

Figure 37: Attitudes toward housecleaning, any agree, by gender and age, March 2016

Figure 38: Attitudes toward housecleaning, any agree, by gender and age, March 2016 (continued)

Affluent consumers more concerned about saving time

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Figure 39: Attitudes toward housecleaning, any agree, by household income, March 2016

Figure 40: Attitudes toward housecleaning, any agree, by household income, March 2016 (continued)

Urban dwellers particularly house-proud

Figure 41: Attitudes toward housecleaning, any agree, by area, March 2016

Figure 42: Attitudes toward housecleaning, any agree, by area, March 2016 (continued)

Cluster Analysis

Cluster methodology

Figure 43: Housecleaning clusters, March 2016

Cluster 1: Basic Cleaners

Characteristics

Opportunity

Cluster 2: Convenience Cleaners

Characteristics

Opportunity

Cluster 3: Natural Cleaners

Characteristics

Opportunity

Cluster 4: Appearance Cleaners

Characteristics

Opportunity

Figure 44: Housecleaning responsibility, by target groups, March 2016

Figure 45: Time spent cleaning, by target groups, March 2016

Figure 46: Housecleaning behaviors, by target groups, March 2016

Figure 47: Housecleaning behaviors, by target groups, March 2016 (continued)

Figure 48: Sources of cleaning tips and ideas, by target groups, March 2016

Figure 49: Sources of cleaning tips and ideas, by target groups, March 2016 (continued)

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

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