

Cleaning for the Family - UK - October 2017

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“The continued blurring of gender stereotypes in society may be slow to manifest when it comes to family responsibilities, but coming years will see more of a balance between cleaning tasks conducted by mothers and by fathers. When it comes to keeping homes clean and hygienic, families still focus on the removal of ‘germs’, but this doesn’t tell the whole story.”

– **Hera Crossan, Research Analyst**

This report looks at the following areas:

- **Balancing household responsibilities**
- **Chemicals in the firing line**
- **Keeping the household illness-free**

Mothers of under-18s continue to take on the lion’s share of cleaning responsibilities in the household, but the blurring of gender roles in society is filtering through to the home and will change how marketers promote cleaning products to families in coming years.

Health and safety are paramount concerns which could drive interest in products that specifically claim to help prevent the onset or spread of illness amongst residents. However, it isn’t necessarily just about making homes ‘germ-free’; parents of under-18s are also looking to safeguard children against exposure to chemicals, which could leave a lasting imprint on their health.

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DID YOU KNOW?

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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The implications

The Market – What You Need to Know

- Falling birth rate suggests less need for cleaning products
- Rise in self-employment driven by women
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