

## Cleaning the House - US - July 2017

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"Housecleaning is a weekly routine with adults spending an average of nearly four hours a week cleaning. Demand for time-saving solutions makes convenient and robust cleaning products crucial."

**Stephen Brown, Research Analyst**

This report looks at the following areas:

- Routine leads motivations for cleaning, but reduces trial
- Basic Cleaners represent substantial challenge
- Young housecleaners scrutinize ingredients in products

However, young adults also prioritize sensory attributes, such as scent and visual cues while cleaning. Future housecleaners are likely to pay more for products that promise even greater time-saving features, while some will have higher expectations for ingredient transparency and product safety.

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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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## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

The issues  
Routine leads motivations for cleaning, but reduces trial  
Figure 1: Routine as cleaning motivator, by age, May 2017  
Basic Cleaners represent substantial challenge  
Figure 2: Basic cleaners compared to other cleaning the house clusters, May 2017  
Young housecleaners scrutinize ingredients in products  
Figure 3: Attitudes toward cleaning ingredients – any agree (net), by age, May 2017  
The opportunities  
Convenient, time-saving features drive growth  
Figure 4: Attitudes toward labor and time-saving innovations – any agree (net), by age, May 2017  
Triggers for cleanliness amplified among category newcomers  
Figure 5: Triggers for cleanliness, by age, May 2017  
Shifting attitudes toward cleaning reveal openness to probiotics  
Figure 6: Attitudes toward bacteria and probiotic cleaners – any agree (net), by age, May 2017  
What it means

### The Market – What You Need to Know

Convenience drives growth in a functional category  
Changes in the household simplify cleaning  
Decline in household size and homeownership could impact sales  
Aging population poses challenges for category players  
Housecleaning segmentation reveals key consumer groups

### Market Perspective

Overview of household care market  
Figure 7: Share of total US retail sales of household cleaning products, by segment, at current prices, 2016  
Convenience drives growth in household care market  
Figure 8: Total US sales of cleaning tools, all-purpose cleaners, and cleaning cloths, at current prices, 2014 and 2016  
Changes in the household simplify cleaning  
Figure 9: any hard surface (net) and wall-to-wall carpeting recently purchased and planning to buy, December 2016

### Market Factors

Decline of larger households challenges category growth  
Figure 10: US household size, by number of members, 2010-16  
Decline in homeownership could impact category spending

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Figure 11: National homeownership rate, 2010-16

Aging population poses challenges for category

Figure 12: Population aged 18 or older, by age, 2017-22

## Housecleaning Segments

Housecleaners exhibit a variety of attitudes toward the chore

Figure 13: Housecleaning clusters, May 2017

Time Savers reflect opportunities for category innovation

Characteristics

Opportunities

Practical Cleaners embody functional housecleaners

Characteristics

Opportunities

Safety Seekers highlight need for transparency

Characteristics

Opportunities

Basic Cleaners represent challenge for brands

Characteristics

Opportunities

## Key Players – What You Need to Know

Convenient formats and improved handling drive sales growth

Brands answer demand for transparency and eco-friendly options

Labor-intensive and specialized cleaners lose market share

Products that extend time between cleans may disrupt category

## What's In?

Convenient formats drive category sales

Figure 14: Walmart spring-cleaning email campaign, March 2017

Refillables keep allergies at bay and reduce the spread of germs

Figure 15: CVS email highlighting Swiffer products to target spring allergy sufferers, May 2017

Improved handling makes cleaning a breeze

Figure 16: Bed Bath and Beyond spring-cleaning email campaign featuring ergonomic products, March 2017

Brands answer demand for transparency and eco-friendly options

## What's Out?

Labor-intensive and specialized products lag behind

Private label close at the heels of cleaning equipment brands

## What's Next?

Improved formulas extend time between cleans

Housecleaning gets smart

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## The Consumer – What You Need to Know

- High involvement in cleaning across demographic groups
- Routine motivates most cleaning, but visual cues rank high
- Convenient cleaning products get most surface coverage
- Most clean alone, yet newcomers to category shift behaviors
- Link between cleaning and health drives demand for transparency

## Frequency and Time Spent Housecleaning

Most adults are moderate cleaners, spending nearly four hours weekly

Figure 17: Frequency and mean (#) time spent housecleaning, May 2017

Larger households represent key demographic

Figure 18: Clean three or more times a week and time spent (mean – minutes), by household size, May 2017

Gender divide partly persists in housecleaning

Figure 19: Clean three or more times a week and time spent (mean – minutes), by gender, May 2017

Time spent and frequency of cleaning depend on lifestyle

Figure 20: Clean three or more times a week and time spent (mean – minutes), by age, May 2017

Hispanics show heightened involvement in category

Figure 21: Clean at least weekly (net) and time spent (mean – minutes), by Hispanic origin, May 2017

## Motivations to Clean

Routine leads among cleaning motivators

Figure 22: Motivations for cleaning, May 2017

Both genders motivated by visual cues

Figure 23: Visual cues that motivate cleaning, by gender, May 2017

Importance of routine grows with age

Figure 24: Routine as cleaning motivator, by age, May 2017

Cleaning motivations for Hispanics linked to family households

Figure 25: Weekend and deep cleaning as motivators, by Hispanic origin, May 2017

In their own words...

## Product and Task Associations

Housecleaners associate convenient products with most tasks

Figure 26: Correspondence analysis – Product and task association, May 2017

Methodology

Figure 27: Product and task association, May 2017

Lifestage dictates usage of disposable wipes

Figure 28: Disposable wipes and task associations, by gender and by age, May 2017

Deep cleaning tools tied to household size

Figure 29: Deep-cleaning associations with scouring pads – Any surface (net), by parental status, by household size, and by Hispanic origin, May 2017

In their own words...

## Housecleaning Behaviors

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Majority clean alone, underlining importance of time-saving products

Figure 30: housecleaning behaviors, May 2017

Newness to category determines triggers for cleanliness

Figure 31: Sensory driven cleaning behaviors, by age, May 2017

Parents and larger households face greater challenges when disinfecting

Figure 32: Select housecleaning behaviors, by parental status and household size, May 2017

Hispanics show characteristics of deep cleaners

Figure 33: Disinfection driven cleaning behaviors, by Hispanic origin, May 2017

### Attitudes toward Cleaning and Health

Cleaning and health closely aligned

Figure 34: attitudes toward cleaning –any agree (net), May 2017

Lifestage sets bar on health and safety

Figure 35: Health-related attitudes toward cleaning – any agree (net), by age, May 2017

Scent motivates housecleaning and drives purchase among young adults

Figure 36: attitudes toward cleaning and scent – Any agree (net), by age, May 2017

Time and labor-saving formulas capture interest

Figure 37: attitudes toward cleaning and time-savings – any agree (net), by age, May 2017

Hispanics form strong associations between cleaning and health

Figure 38: Health-related attitudes toward cleaning – any agree (net), by Hispanic origin, May 2017

In their own words...

### Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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