

Cleaning the House - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Natural and eco-friendly claims play a role in cleaning
- Shoppers are convenience-driven but become more routine-driven with age
- Changes in household trends impacts housecleaning needs
- Scented features are key
- Emotional drivers motivate adults to clean, particularly women
- Rise in pet ownership can impact cleaning market

Although traditional gender roles for housecleaning are shifting, women are still more likely than men to take sole responsibility for housecleaning and shopping for cleaning products, making them a prime target.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

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 the House - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Market themes

Natural and eco-friendly claims play a role in cleaning

Figure 1: Attitudes and behaviors toward natural ingredients and product safety, March 2018

Shoppers are convenience-driven but become more routine-driven with age

Figure 2: Select shopping behaviors, by age, March 2018

Changes in household trends impacts housecleaning needs

Figure 3: Households, by presence of own children, by households with children, 2007-17

Scented features are key

Figure 4: Attitudes and behaviors toward scent, March 2018

Emotional drivers motivate adults to clean, particularly women

Figure 5: Select housecleaning motivators, by gender, March 2018

Rise in pet ownership can impact cleaning market

Figure 6: Number of pet-owning households, 2006-16

What it means

The Market – What You Need to Know

Robotic cleaning tools can change the dynamics of housecleaning

Population trends impact category, economic trends encourage market

Market Perspective

Robotic cleaning tools can change the dynamics of housecleaning

Market Factors

Households with children continue to decline, which could challenge market

Figure 7: Households, by presence of related children, 2007-17

Population trends among Hispanics could benefit market

Figure 8: Hispanic population by age, 2013-23

Rise in pet ownership can impact housecleaning trends

Figure 9: Number of pet-owning households, 2006-16

Key Players – What You Need to Know

Scented features, natural brands, and convenience drive consumer interest

All-purpose cleaners cannibalize sales of specialized products

Probiotic cleaners are on the rise

What's In?

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cleaning the House - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Housecleaning is an experience for the senses
 Natural brands challenge mainstream players
 Disposable wipes benefit from being convenient and easy to use

What's Out?

All-purpose cleaners cannibalize specialized items
 Figure 10: MULO sales of select Pledge products, 2015, rolling 52 weeks 2016 and 2017

What's Next?

Probiotic cleaners on the rise

The Consumer – What You Need to Know

Nearly all adults participate in cleaning and shopping responsibilities
 Frequent germ exposure and visual cues lead to frequent clean-ups
 Toilet cleaning and labor-intensive chores are disliked the most
 Health and scent are key motivators for housecleaning
 Scent takes center stage in housecleaning
 Shoppers are motivated by convenience

Responsibility for Housecleaning and Shopping for Cleaning Products

Nearly all adults participate in cleaning and shopping responsibilities
 Figure 11: Responsibility for housecleaning and shopping for cleaning products, March 2018

Gender roles are shifting, though women still do more
 Figure 12: Responsibility for housecleaning, by age and gender, March 2018
 Figure 13: Responsibility for shopping for household cleaning products, by age and gender, March 2018

Responsibilities vary among different household sizes
 Figure 14: Responsibility for housecleaning, by number of people in household, March 2018
 Figure 15: Responsibility for shopping for household cleaning products, by number of people in household, March 2018

Black and Hispanic adults take primary responsibility for cleaning
 Figure 16: Responsibility for housecleaning, by race and Hispanic origin, March 2018
 Figure 17: Responsibility of shopping for household cleaning products, by race and Hispanic origin, March 2018

Housecleaning Frequency

Frequent germ exposure and visual cues lead to frequent clean-ups
 Figure 18: Frequency of housecleaning chores, March 2018

Younger adults frequently clean a variety of surfaces
 Figure 19: Frequency of select housecleaning chores, by frequently clean (net), by age, March 2018

Larger households have more messes to frequently clean
 Figure 20: Frequency of select housecleaning chores, by frequently clean (net), by number of people in household, March 2018

Hispanics frequently clean their homes
 Figure 21: Frequency of select housecleaning chores, by frequently clean (net), by Hispanic origin, March 2018

Disliked Housecleaning Chores

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Cleaning the House - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Toilet cleaning and labor-intensive chores are disliked the most

Figure 22: Disliked housecleaning chores, March 2018

Different life stages dictate disliked chores

Figure 23: Select disliked housecleaning chores, any rank, by age, March 2018

Kitchen cleaning is disliked by Hispanics

Figure 24: Dislike toward kitchen cleaning, any rank, by race and Hispanic origin, March 2018

Motivations to Clean

Health and scent are key motivators for housecleaning

Figure 25: Housecleaning motivators, March 2018

Women are motivated to clean for a variety of reasons

Figure 26: Select housecleaning motivators, by gender, March 2018

Motivations differ between age groups

Figure 27: Select housecleaning motivators, by age, March 2018

Scent motivates Black adults, while an unclean home stresses Hispanics

Figure 28: Select housecleaning motivators, by race and Hispanic origin, March 2018

Attitudes and Behaviors toward Housecleaning

Scent takes center stage in housecleaning

Figure 29: Attitudes and behaviors toward housecleaning, March 2018

Younger adults are highly involved in housecleaning

Figure 30: Select attitudes and behaviors toward housecleaning, by age, March 2018

Income plays a role in housecleaning habits

Figure 31: Select attitudes and behaviors toward housecleaning, by household income, March 2018

Scent is essential for Black adults; Hispanics trust natural ingredients

Figure 32: Select attitudes and behaviors toward housecleaning, by race and Hispanic origin, March 2018

Shopping Behaviors

Shoppers are motivated by convenience

Natural and eco-friendly claims play a role in the category

Figure 33: Shopping behaviors, March 2018

Men and women report similar shopping behaviors

Figure 34: Select shopping behaviors, by gender, March 2018

Younger shoppers seek natural and environmentally friendly claims

Figure 35: Select shopping behaviors, by age, March 2018

Black and Hispanic adults are willing to pay for scent

Figure 36: Select shopping behaviors, by race and Hispanic origin, March 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Cleaning the House - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

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

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com