

Hispanics and Cleaning the House - US - August 2018

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"Hispanics' expenditures on household cleaning products have contracted slightly since 2013. Cleaning the house can be hard work, but there are clear attitudinal differences between Hispanics who clean because they want to and those who clean because they have to. Brands may benefit from tailoring communications according to the differences between these groups."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanic women carry most of the weight
- Wanting to clean changes with acculturation
- Not losing sight of the overarching objective
- The challenge for lesser-known brands is to get cleaners to take a chance
- Seeing beyond hard work

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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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Product usage differs by acculturation

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Wanting to clean is very different from having to clean
Hispanics clean for the feeling that a clean home provides
Hispanics do most cleaning tasks frequently
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