

# A YEAR OF INNOVATION IN HOUSEHOLD CLEANERS, 2021

Brands are addressing consumer need for antibacterial products, while natural and more sustainable cleaning products continue to grow.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in hard surface cleaning

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: household cleaners, 2021

### Europe: plastics are in the spotlight

- Consumers want to see more efficient use of packaging materials
- Packaging is on consumers' eco radars
  - Graph 1: select ethical and environmental claims as a % of NPD in hard surface care, Mar 2016-Feb 2017 vs Mar 2020-Feb 2021
- Brands are lowering their plastic footprints
- Brand renovation/innovation: Lidl launches refill tabs for its cleaning products

### Europe: a more natural cleaner

- Consumers are looking for natural hard surface cleaners
- Natural and sustainable cleaners see growth
  - Graph 2: hard surface care products with select ethical & environmental and natural claims, Mar 2016-Feb 2017 vs Mar 2020-Feb 2021
- Natural and sustainable cleaners see growth
  - Graph 3: hard surface cleaners with select ethical and environmental claims by NPD, by market, Mar 2020-Feb 2021
- Brands highlight natural and plant-based compositions
- Brand renovation/innovation: circular economy household cleaner utilises waste bio-solids

## Middle East & Africa (MEA)

- Antibacterial claims grow in MEA
- Natural claims are growing in MEA

## ASIA PACIFIC (APAC)

- APAC retail market overview: household cleaners, 2021
- Antibacterial qualities are a must-have in Asia
- Asia sees a surge in antibacterial innovation
- Helping consumers tackle bacteria at home

# A year of innovation in household cleaners, 2021

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- Brand renovation/innovation: South Korean Aromatica enters the home-cleaning category

## Asia: product safety concerns remain high in Asia

- Naturally derived ingredients can reassure consumers over product safety
- Botanical and herbal ingredients reassure consumers of product safety
  - Graph 4: cleaning equipment, hard surface and toilet care with select claims, Mar 2020-Feb 2021
- Brands highlight natural and recognisable ingredients
- Brand renovation/innovation: PureCo celebrates the goodness of plant-based ingredients

## Australia and New Zealand

- Consumers are looking for more natural and sustainable cleaning products
- Natures Organics launches new refillable cleaning range in Australia
- Antibacterial claims are in demand in Australia and New Zealand

## THE AMERICAS

- Americas retail market overview: household cleaners, 2021

### North America: refillable cleaning products are popular

- Interest in refillable cleaning products is high
- North America leads for refill innovation
  - Graph 5: refill/refillable claim as a % of NPD in hard surface care, Mar 2020-Feb 2021
- Tempting consumers with a variety of refill options
- Brand renovation/innovation: Reckitt Benckiser launches refillable Lysol multi-purpose cleaner

### North America: consumers are looking for ingredient transparency

- Consumers look for natural hard surface cleaning products
- North America sees significant natural hard surface care NPD
  - Graph 6: hard surface care launches, by select natural claims, Mar 2020-Feb 2021
- Brands highlight plant-based and natural ingredient compositions
- Brand renovation/innovation: Aunt Fannie's launches probiotic all-purpose cleaning wipes

### Latin America

- Multi-purpose cleaners are a home cleaning staple
- Antibacterial claims grow in hard surface care innovation in Latin America

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