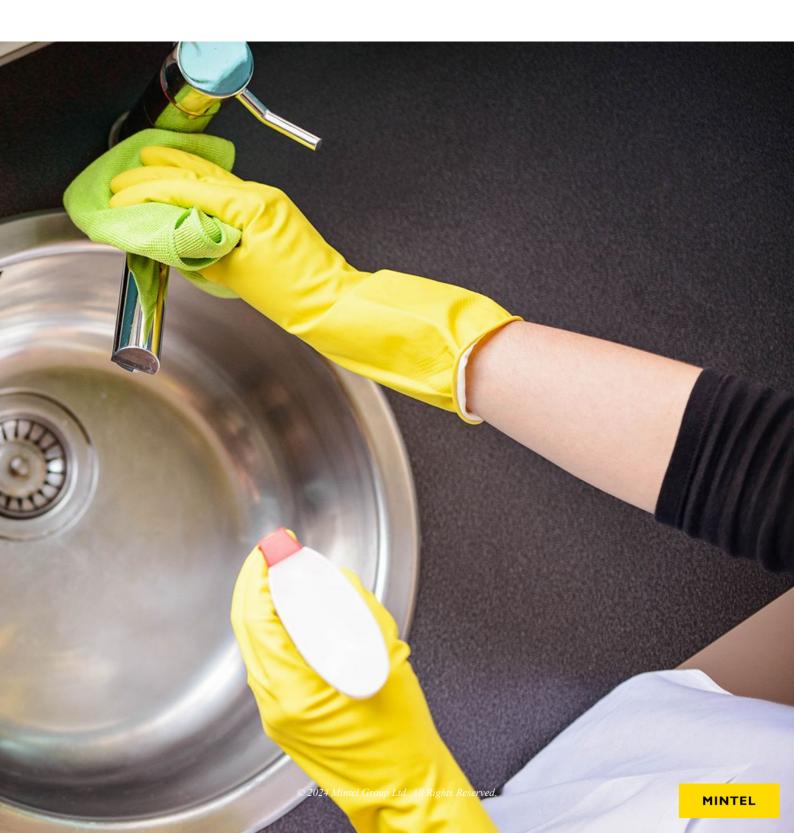
CLEANING THE HOUSE – US – 2024

While cleaning habits have changed little in the past two years, consumers' growing curiosity about the category will serve as an opportunity for growth.



Rebecca Watters, Associate Director of Household & Health





Cleaning The House - US - 2024

This report looks at the following areas:

- Shifts in shopping and cleaning behavior and frequency
- Attitudes toward cleaning and emerging expectations of brands
- Resources used to find cleaning information
- Associations with specific formats
- Trends in launch activity for household products and opportunities for further innovation

While cleaning habits have changed little in the past two years, consumers' growing curiosity about the category will serve as an opportunity for growth.

Overview

This Report examines consumers' cleaning behaviors and approach to shopping in the household care category. Macroeconomic pressures continue to cause some shoppers to make concessions to reduce category spend. However, the majority remain committed to cleaning and caring for their home.

A trickle effect from the pandemic, there is a new level of engagement in the category that is spurring consumers to become more invested in the products they use.

A little education can go a long way, especially when looking to expand audience reach and capture the attention of Gen Z and Millennials. These groups demonstrate a strong penchant for learning more about the products they use, seeking information and paying attention to claims and ingredients more so than older generations.

This interest in ingredients is closely connected to their quest to understand effectiveness of household products, reinforcing the importance of transparency in the category. In addition to

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the intrinsic relationship between ingredients and performance, consumers are more inquisitive about the ethical and sustainable origin of ingredients, leading to new sustainability indicators (eg traceability) gaining consumer attention. Clearly communicating enhancements to the consumer while keeping efficacy and convenience at the core of new product development will be crucial.

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Report Content

Key issues covered in this Report

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- What you need to know
- Consumer trends: key takeaways
- Market predictions
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- Cleaning habits remain consistent
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- Guide Gen Z as they start the cleaning journey

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- Feed consumers' thirst for more information
 - Graph 2: change in cleaning and shopping behaviors, 2024
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 - Graph 3: greater focus on ingredients and claims, by select shopping behaviors, 2024
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 - Graph 4: changes in select attitudes and behaviors, 2024
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 - Graph 5: select purchase behaviors, by age and income, 2024

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 - Graph 6: attitudes and behaviors toward cleaning any agree (net), 2024

- The importance of enabling through education is evident
 Graph 7: select attitudes toward cleaning, by cleaning confidence, 2024
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- Research happens at consumers' fingertips
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- Focus on social media presence to reach a younger audience
- Focus on social media presence to reach a younger audience
- Social media plays a role in learning

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· Adoption of alternative formats hinges on trial

COMPETITIVE STRATEGIES

Launch activity and innovation

- Emerging formats present expansion opportunity
- Premium should consider expanding into value
- Blueland bets on brick-and-mortar

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• Social media plays a role in learning, and potentially future sales

Opportunities

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- Alternative disinfection on the horizon
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Market context

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APPENDIX

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- Consumer research methodology
- Correspondence analysis methodology
- Generations
- Abbreviations and terms

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles <u>(see</u> <u>Research Methodology Americas for more</u> <u>information</u>).

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