Consumers are adjusting behaviors in response to inflation and economic uncertainty. However, consumers remain committed to cleaning and caring for their home.

Rebecca Watters, Associate Director of Household & Health
Consumers are adjusting behaviors in response to inflation and economic uncertainty. However, consumers remain committed to cleaning and caring for their home.

Years of price increases and a backdrop of economic uncertainty are taking their toll on the historically resilient household surface cleaner market, with many consumers altering their cleaning and shopping behaviors to reduce category spend.

Still, household cleaners are essential to maintaining a health and happy home, insulating the market from moving into the negative. Shoppers are unwilling to compromise on efficacy and performance, creating opportunities for brands across all price points that can deliver and reassure shoppers on quality, convenience and healthfulness. Health and safety, for people and planet, are especially important among young shoppers.

The next generation of cleaners is also more likely than their experienced counterparts to hold brands accountable for their environmental and ethical impact, signaling that the future
market will see sustainability and value strongly linked, with efficiencies in cleaning behaviors benefitting both environment and consumer budgets.
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• Market context

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