

# MEN AND HOUSEHOLD RESPONSIBILITIES – INDIAN CONSUMER – 2022

Encourage Indian men to be more involved in household responsibilities by making it a more gender-neutral topic and providing convenient ways to complete tasks.



A Mintel Analyst, Global Analyst



# Men And Household Responsibilities - Indian Consumer - 2022

## This report looks at the following areas:

- Key trends in male consumer perceptions and biases towards household work
- The barriers towards household work as perceived by male consumers
- Male consumers' reasons for doing household chores
- Enablers to encourage men to do household work
- Opportunities for brands to enable male consumers to participate in household chores



Encourage Indian men to be more involved in household responsibilities by making it a more gender-neutral topic and providing convenient ways to complete tasks.

## Overview

Despite the fact that men and women are increasingly sharing domestic responsibilities, it is still the woman who is primarily responsible for household chores. The notion that women should shoulder the majority of domestic responsibilities is still widely held in most of India.

As the pandemic took hold and lockdowns were implemented across the country, the conversation about men and household responsibilities became a major topic. With paid domestic help suddenly unavailable, economic and financial concerns arose, as did the burden of household responsibilities for families stranded at home.

When it comes to doing chores, men, on the other hand, have several mental barriers. For example, 31% of men believe that the image of household products is overly feminine. Brands

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can change the gender stereotypes of household work and responsibilities by promoting a more gender-neutral agenda.

With the pandemic still ongoing and new waves of COVID-19 emerging, financial constraints on households will persist, making price sensitivity critical for brands. There is concern that during lockdowns, the burden on women in the household increases. When the pandemic is over and normalcy returns, it is unclear whether the shift in men's attitudes towards household responsibilities will last.

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# Report Content



### EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Key issues covered in this Report

- Overview

### Market context

- Impact of COVID-19 on men and household responsibilities
- Gender equality at home became the new normal
- Increased emphasis on the image of caring men
- Men's household roles are gradually changing

### What consumers want and why

- Men want: help and support in building the confidence and capability to do household chores
  - Graph 1: male consumers who feel other adults at home are better at household chores, by age group, 2021
- Men want: to share the burden of household tasks
  - Graph 2: male consumers who want to help share the burden of housework with spouse/family members, by age group, 2021
- Men want: tips and guidance to make household chores easier
  - Graph 3: male consumers seeking "tips on how to share household chores" and "guidance around the correct use of products," by age group, 2021

### Opportunities

- Champion gender equality at home
- Put a spotlight on caring for the family
- Provide a helping hand to male consumers in doing chores

### Mintel predicts

- The outlook of men and household responsibilities
- The marketing mix
- Shifting perceptions around household chores will mean more male consumer engagement

### KEY TRENDS

- What you need to know
- The gender imbalance in Indian household work

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- Indian women bear a disproportionate share of the burden of household work compared to men
- The pandemic has increased the amount of time Indian men spend doing housework
- Patriarchal strongholds prevent equal participation in household work in India
- Underline the importance of gender equality to reduce household workload
- Increase the availability of gender-neutral homecare solutions
- Assist in increasing men's confidence and competence in household chores
- Explore how men's roles at home are changing

## CONSUMER INSIGHTS

- What you need to know

### Household activities of Indian men

- Indian male consumers and their share of household tasks
  - Graph 4: men who do household tasks, 2021
- Male consumers lag in being the only one responsible for cooking
  - Graph 5: men claiming that "cooking" is done only by themselves, by age group, 2021
- Male consumers who take care of laundry
  - Graph 6: men claiming that "taking care of laundry" is done only by themselves, by age group, 2021
- Cleaning the house is a chore kept for "others"
  - Graph 7: men claiming that "cleaning the house" is done only by others, by monthly household income, 2021
- Men are more at ease with household chores that are traditionally viewed as their domain
  - Graph 8: responsibility for household tasks, male consumer, 2022
- Household chores that have traditionally been men's responsibilities are expected to continue

### Reasons for doing household chores

- Multiple reasons exist to encourage men to do chores
  - Graph 9: male consumers' reasons that would encourage them to do household chores, 2021
- Men want to help those at home by doing household chores
- Help men feel that doing household chores is a help

### Barriers for men in doing household chores

- Indian men are having difficulty with household chores
  - Graph 10: barriers for doing household chores, 2021
- Lack of time is a barrier to do household chores
  - Graph 11: lack of time to do chores on a regular basis, by age group, 2021
- Offer time-saving solutions to household tasks
  - Graph 12: male consumers who have not found the right product/solution to make household chores easy, by socio-economic group, 2021
- Increase confidence of men in lower-tier cities in using homecare products

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- Graph 13: lack of confidence in using household cleaning products correctly, by city tier, 2021
- Eliminate the feminine image from household products and homecare activities
  - Graph 14: male consumers who feel the image of household products is too feminine, by generation, 2021

## How to help men do more household chores

- Attract men in lower-income households to do chores with competitions
- Provide advice and tips on how to complete housework
  - Graph 15: male consumers seeking "tips on how to share household chores" and "guidance around the correct use of products," by age group, 2021
- Showcase men in household product advertising campaigns
- Promote health benefits of doing household chores to encourage men
  - Graph 16: male consumers who feel that health benefits of household work are a form of encouragement, by age group, 2021
- Create forums for men to discuss household chores in Tier 2 and Tier 3 cities
  - Graph 17: male consumers seeking forums for men to share household care tips, by city tier, 2021
- Make household chores simple for men to complete, and normalise men's involvement in homecare responsibilities
- Expectations of brands to promote more equal distribution of household chores between men and women

## MARKET APPLICATIONS

- Opportunities: key focus areas

### Opportunities for homecare products

- Challenge traditional gender roles in doing housework
- Prove negative consequences for not doing household chores
- Offer rewards and provide tips on household chores
- Encourage equal chore distribution through gamification and rewards
- Simplify chores for men

### Opportunities for food and drinks

- Demonstrate the significance of men caring for family members
- Build men's cooking skills through social media
- Target men who want an active role in cooking
- Highlight the breaking down of gender stereotypes at home
- Create appeal by showcasing the speed of doing household work
- Make fathers role models for sons in household chores
- Create pull for everyday household tasks

### Opportunities for home appliances and technology

- Create a distinct male consumer appeal for household appliances

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- Employ apps to encourage and reward men to do housework
- Connect with men via the masculine image of home appliances
- Draw men to the simplicity and ease of use of home appliances

## APPENDIX

- Consumer survey methodology
- TURF analysis

# About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✔ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✔ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✔ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

## How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

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