

SURFACE CLEANERS – INDIAN CONSUMER – 2019

Play up benefits to safeguard household cleaning products from price-driven, 'flirtatious' consumer behaviour in today's commoditised market.



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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Drive awareness to gain an advantage in India's developing surface cleaner market
- Global market overview: Household care
- Advertising and media spotlight on toilet cleaners to bring about a social change
- Harpic positions clean toilets as a matter of pride
- Awareness and affordability are key to market penetration
- Do not ignore threats posed by local and private-label brands in a commodotised surface cleaner market
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Ride the sanitation wave with focus on toilets brought about by Government initiatives, social awareness and affordability in India
 - Graph 1: Household cleaner sub-categories, 2018
 - Graph 2: Household cleaner sub-categories, 2018

Global trends and how they are playing out in India

- Be alert to shifting definitions of 'clean cleaning' influenced by clean lifestyle
- Environmentally friendly claims shine across household care NPD launches globally...
- ...while in India, the emphasis is still on product performance, though environmentally friendly claims make in-roads
 - Graph 3: Fragrances in new product launches, 2018
- The fragrance trail

CONSUMER INSIGHTS

- What you need to know

Chapter 1: Surface cleaners – usage & frequency

- Graph 4: Product usage, August 2018
- Graph 5: [no title]
- Graph 6: Product usage frequency, August 2018
- Be alert to regional differences in product usage to design the right product bundling combinations

Chapter 2: Surface cleaners – purchase behavior & features

- Graph 7: Most important features in a household cleaner, August 2018
- Elevate product benefits to free household products from the dangers of price-based competition
- Use native ingredients to appeal to Southern Indians
 - Graph 8: Select shopping habits for household cleaning products, August 2018
 - Graph 9: Household cleaning shopping habits, August 2018
- Refine products for SEC A through fragrance type, not just gentle on hands

MARKET APPLICATION

- Opportunities: Key areas of focus

Opportunities

- Appeal to metro population through multipurpose products and large pack sizes
- Target parents with child-safe, fragrance-free cleaning products

Who's innovating

- Fragrance-free natural surface cleaner with insect control: 100% safe and non-toxic
- Natural, safe cleaners in biodegradable, concentrated formats
- Non-toxic multipurpose cleaners with natural ingredients
- Private label launches from various sectors
- Consider bundling with other household cleaning products, such as laundry detergent
- Other innovations in toilet care

Global innovators

- Keeping homes healthy with external probiotics
- Biological action in toilet care
- Easy-to-use toilet cleaners with long-neck design
- Made with biosurfactants
- Oxygen as a 'hero' ingredient
- Electrolysed water in surface care
- Safe and pure home cleaning and disinfection
- Household cleaners become part of a last line of defence against bacteria

APPENDIX

- Consumer survey methodology

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