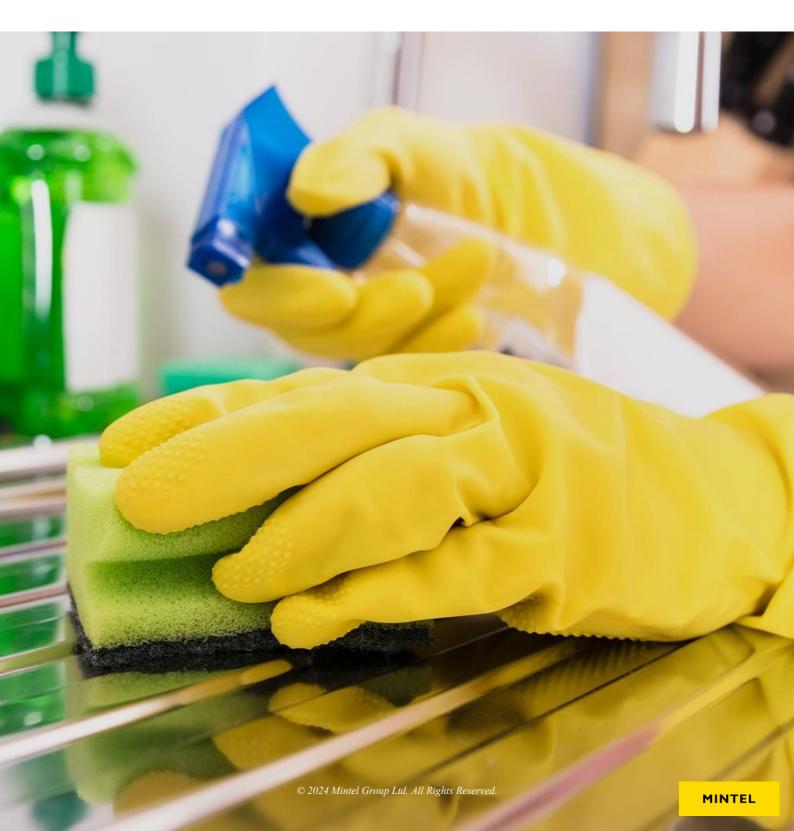
THE FUTURE OF HOUSEHOLD CLEANERS: 2020

Global annual review: what's now and what's next for the household cleaner market.





Report Content

- · What's in the report
- Mintel synopsis

IMMEDIATE FUTURE: NEXT TWO YEARS

Clean up the air

- · Mintel recommends
- · The impact of household cleaners on indoor air quality
- An explanation of VOCs
- Understanding of health and wellbeing continues to develop
- · Enable more frequent cleaning
- · Enable more frequent cleaning
- Tap into the low- or no-VOC space
 - Graph 1: % of launches in hard surface categories with low- or no-VOC claims, 2016-19
- Take inspiration from products on the market
- Educate consumers on the benefits of low- or no-VOC
- · Provide proof of the difference low- or no-VOC claims make
- · Give consumers the choice
- Give consumers the choice
- · Seize the opportunity for fragrance-free
- Premiumise low-VOC claims

Leverage the positive emotions of cleaning

- Mintel recommends
- · Capitalise on the positives of cleaning
- · Capitalise on the positives of cleaning
- · Product ranges are improving the experience
- · Join the dots between product quality, time and happiness
- Join the dots between product quality, time and happiness
- · Quantify time-saving abilities
- · Tap into the Instagram effect
- · Position cleaning as part of the self-care movement
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- · The importance of scents in the cleaning process
- · Interesting scented products

The Future of Household Cleaners: 2020

- · Boost the link between happy scents and cleaning
- · Explore happy food scents

PLANNING AHEAD: NEXT FIVE YEARS

Differentiate sustainable propositions

- Mintel recommends
- · Eco-friendly and natural are now accessible and high quality
- · Ethical and environmental claims on majority of launches
 - Graph 2: % of household cleaner launches by claim category, 2017-19
- · The changing nature of eco-friendly and natural
- · Continue the refill revolution
- Be specific about consumer concerns
- Be specific about consumer concerns
- · Use manufacturing methods as a way to get ahead
- · Discuss the sourcing of water
- · Move transparency from health to sustainability
- · Use soil health to stand out from the natural crowd
- · Collaborate along the supply chain

Adapt to more nuanced, health-focused cleaning

- · Mintel recommends
- · Approach cleaning from a global health viewpoint
- · Approach cleaning from a global health viewpoint
- · Consumers make the link between cleaning and healthiness
- · Be wary of new health studies around products
- · Recognise the opposing perspectives
- · Explore measuring bacteria and viruses in the home
- Focus on good bacteria
- · Focus on good bacteria
- · Use marketing to clearly communicate the benefits of probiotics
- · Explain how products can nurture the biome
- · Prepare for more on-the-go cleaning
- · Wipes that break down in water

HOUSEHOLD CLEANER MARKET OVERVIEW: KEY DATA AND INTERPRETATION

- Household cleaner market grows by 5.4%
- · Top five markets by value

The Future of Household Cleaners: 2020

- Top five markets by value
- Fastest- and slowest-growing markets in the last five years
- Fastest- and slowest-growing markets in the next five years
- · Highest and lowest per capita spend
- Environment takes precedent over functional claims
- Top claims globally on new household cleaner launches
 - Graph 3: leading claims on household cleaner launches, 2018-19

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