

THE FUTURE OF HOUSEHOLD CLEANERS: 2020

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



Richard Hopping,
Director of Household
Care Insights, EMEA



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
- Position cleaning as part of the self-care movement
- 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

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([see Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850