

THE FUTURE OF HOUSEHOLD CLEANERS: 2023

Blend modern and timeless priorities and take a targeted NPD mindset to drive sales. Translate curiosity towards products as a chance to engage with consumers.



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Report Content



- The now, the next and beyond

WHERE WE ARE NOW

- Overview of innovation in the past year
- What we have seen

IN THE NEXT TWO YEARS

- Mintel's perspective

Observe the present to meet consumer demand for value effectively

- Rising prices worry consumers more than COVID-19
 - Graph 1: select reasons of concern for consumers – any rank, 2022
- Continued high inflation heightens economic concerns
 - Graph 2: inflation rate, average consumer prices (annual percent change), 2022-24
- Financial concerns' influence is real
 - Graph 3: select behaviour changes adopted as a result of rising prices in the last six months, 2023
- Money-conscious cleaning habits expand...
 - Graph 4: toilet and hard surface care behaviours adopted to save money, 2023
- ...but stimulating spend is still possible
 - Graph 5: consumers* who think that it's worth paying more for products of higher quality, 2022
- Combine value with timeless consumer priorities
 - Graph 6: share of surface cleaner product launches carrying select convenience claims, 2013-22
- Deliver value by giving consumers time back
- Align sustainability with tangible value elements
- Provide evidence of the value offered
- Reward loyalty and promote word of mouth
 - Graph 7: consumers who like to try cleaning products brands they haven't tried before, 2021-22

Make water mindfulness the next mantra

- The environmental focus shifts towards new topics
 - Graph 8: consumer responses to "Which of the following environmental issues are one of your top three concerns?", 2021-22
- Make water circularity happen
- Tackle concerns over water shortages

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- Graph 9: consumers who prefer to use toilet and hard surface care products that require less or no water to clean rather than standard cleaning products, 2020
- Integrate water concerns into product development
- Address drought-related worries to succeed
 - Graph 10: select consumers' top three environmental concerns – nets any rank, 2022
- Help consumers take responsible action
- Explore waterless formats to meet consumers' green expectations
- Break down water-related green claims
 - Graph 11: marketing information that would encourage people to buy sustainable products, 2022
- Expand the reach of powder into surface cleaning
- Elevate powders' green profile
- Give powder a branded shape
- No dirty surface is the same
- Ensure concentrated formulas' perfect dosing and dilution
- The future of refill stations is waterless

Segment surface care offerings more effectively

- Help consumers get ahead of symptoms
- Explore health claims at a more granular level
- Make surface cleaning possible for new audiences
- Provide solutions to everyday surface cleaning challenges
- Parents want brands' attention
 - Graph 12: share of hard surface care product launches carrying any reference to 'babies', 'kids' or 'children', 2018-22
- Inspire, support and protect to appeal to parents
- Parents will respond to targeted initiatives
- Leverage heritage to capitalise on pet love
- Bet on pet homecare's potential

IN FIVE YEARS AND BEYOND

Make formulas and ingredients the superstars

- Shift away from a packaging focus to stand out
 - Graph 13: share of household cleaner product launches carrying select ethical and environmental claims, 2018-22
- Product formulations intrigue consumers
- Ingredients communicate safety and expertise
- Make ingredient transparency the motivating force
- Educate consumers to defeat health worries
- Younger generations want to get into specifics

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- Graph 14: consumers who want to learn more about the science behind how natural cleaners and disinfectants work, by generation, 2022
- Go beyond pack design to talk about the brand's knowhow
- Make surface cleaning expertise cool

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