

# THE FUTURE OF HOUSEHOLD CLEANERS: 2024

Hygiene products will benefit from rejuvenation to maintain usage, while 'green' claims and technology will influence how brands market and develop new products.



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# Report Content



## WHAT YOU NEED TO KNOW

- Where we are now
- Mintel recommends: in the next two years
- Mintel recommends: in five years and beyond

## IN THE NEXT TWO YEARS

### Bring a positive and playful twist to antibacterial claims

- Why we need to talk about germicidal cleaners
- The next pandemic could hit us tomorrow
- Brands' role in maintaining healthy ecosystems
- Consumers shift priorities away from germ removal
- Prepare for the future with nuanced product development
  - Graph 1: share of household cleaner launches carrying an antibacterial claim, 2017-24
- Rejuvenate hygiene-focused products through added benefits
- Emphasise ingredient research for continuous improvement
- Use innovative packaging to augment germicidal claims
- Use tech to acquaint consumers with germ management
- Design fun, interactive and enticing educational campaigns
- Eye opportunities for collaboration in the development of living spaces
- Use 'cleanfluencer' trends to highlight hygiene
- Regional perspective: consumers around the globe face the possibility of future pandemics

### Redefine sustainability – 'eco-friendly' to 'consumer-friendly'

- Why we need to rethink 'eco-friendly'
- Examine 'green' claims in light of global regulations
- Individual eco claims can still play a role
- Use purchase drivers to define household cleaner innovation
  - Graph 2: purchase drivers for hard surface cleaners, 2023
- Position upcycled scents as desirable fragrances
- Convert eco-friendly packaging into unique packaging ideas
- Position eco formats to promote playfulness
- Advocate for the inclusion of probiotics as a means of enhancing health
- Regional perspective: consumers pay attention to product attributes that go in tandem with sustainability

# The Future of Household Cleaners: 2024

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## Accelerate the future of ingredients

- Ingredients are set to be a focal point in household cleaners
- The sourcing of ingredients is gaining gravity
  - Graph 3: interest in on-pack information about ingredient sourcing in household care\*, 2022
- Plant-based claims remain very niche within the surface cleaner segment
  - Graph 4: share of household cleaner launches carrying plant-based ingredient claims and carrying plant-based in the description, 2013-23
- Transition to ingredients not derived from fossil resources
- More products will distance themselves from fossil fuels
- Consider the use of enzymes as bio-catalysts
- Inherit novel ingredient usage from parallel categories
- Explore the potential of artificial intelligence to develop sustainable ingredients
- Route the 'green' advantages of AI technology to cleaning products
- Regional perspective: explore ingredient alternatives that are better for the planet

## IN FIVE YEARS AND BEYOND

### Keep the ageing population at the heart of future strategies

- Why we need to recognise that the world is ageing
- Adapt products to align with the lifestyles of older adults
- Overcome the challenge of tech adoption
- Offer programs to support digital literacy
- Promote health claims directly targeting older adults
- Explore scents to offer methods to combat cognitive decline and dementia
- Create convenient formats with targeted messaging
- Offer long-lasting protection to reduce cleaning occasions
- Create delightful collaborations within senior community living

## KEY TAKEAWAYS

- Key takeaways

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