

THE GREEN HOUSEHOLD CARE CONSUMER – GERMANY – 2021

As COVID-19 heightened environmental concerns, green household brands can thrive by addressing sceptic consumer attitudes around eco products with relatable proof of and transparency on claims.



Hannah Sandow, Health & Wellbeing Principal Analyst, Germany



Report Content



EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview

The impact of COVID-19 on the green household consumer

- COVID-19 pushes green household care products to new highs
- COVID-19's impact on the green household care consumer and German consumer behaviour

Market context

- COVID-19 drives spend on household care and environmental concerns
- Sustainability and pollution

Mintel predicts

- Green homecare set up for great success
- Eco-certified household care products taking over

Opportunities

- Use local ingredients to showcase added value
- Put packaging in the spotlight
- Go beyond promoting physical health
- Quick download resources

MARKET DRIVERS

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 - Graph 2: people living alone by age, 2020

Household waste and plastic pollution

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- Recycling efforts bear fruit in Germany
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Sustainability and climate change

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WHAT CONSUMERS WANT AND WHY

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- Invest in natural formulas across all dishwashing products

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- DM goes beyond carbon neutral

MARKET SIZE AND SEGMENTATION

- Hygiene concerns drive up homecare product sales
- Eco-certified household care products taking over
- Substantial potential for green homecare

APPENDIX

Appendix – products covered, abbreviations, consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

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