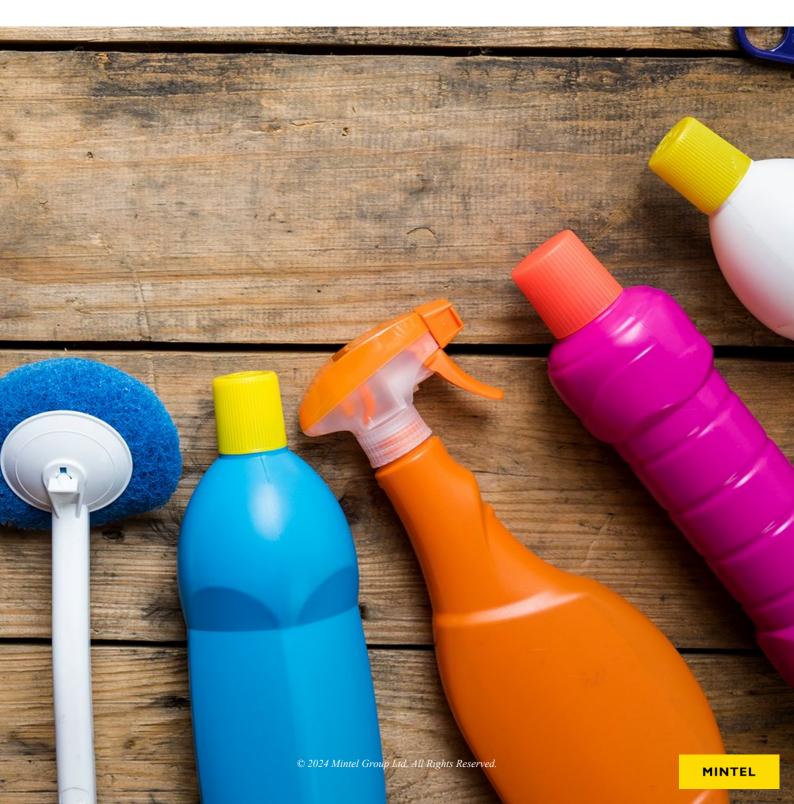
TOILET AND HARD SURFACE CARE – GERMANY – 2020

Building rapport with men, holistically innovating with green products and leveraging population dynamics once the COVID-19 outbreak has cleared will drive future growth for household care brands.



Dr. Christina Wessels, Category Director, Lifestyles, Health & Wellbeing, Household Care & Leisure, Germany



Report Content

EXECUTIVE SUMMARY

Note on COVID-19

- COVID-19's impact on toilet and hard surface care and German consumer behaviour
- · Mintel's perspective

Market context

- · COVID-19 impacting on German consumers
- · Consumer spending remained confident despite flat economic growth
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- Stagnating growth expected to continue
- · Stagnating growth expected to continue
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- · Consumers want: to experiment
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- · Adopt a holistic approach to sustainability
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- · Ageing population causes shifts in cleaning habits and consumption patterns
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- · Record number of single households in Germany
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- · Incentivising companies to go green
- · Incentivising companies to go green
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WHAT CONSUMERS WANT, AND WHY

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- · In search of singularity

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- · A tidy home as a space for happiness

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- · Target young males with sweet and fresh scents

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- · For the greater good: Werner & Mertz GmbH educates companies and consumers
- · Henkel's scent proliferation

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- · Segment growth driven by Henkel...
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- · Brands need to become more creative to stand out

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- · Flat growth in the household cleaner market in the future
- · Flat growth in the household cleaner market in the future
- Stagnating growth expected to continue
- Short-term boost in sales due to COVID-19
- The impact of COVID-19 on toilet and hard surface care
- · Household cleaner market dominated by toilet and hard surface care products
- · Household cleaner market dominated by toilet and hard surface care products

APPENDIX

Appendix – products covered, abbreviations and consumer research methodology

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- Forecast methodology
- Forecast methodology fan chart
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