

Household Cleaners Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The Global Household Cleaners Market is projected to register a CAGR of 6.2% in the coming five years.

The demand for household cleaning products has risen significantly worldwide, owing to growing consumer concerns about sanitation and well-being. A lack of hygiene at home leads to numerous health issues such as diarrhea, Buruli ulcer, etc., making it essential for consumers to maintain proper hygiene. Rising awareness among people regarding keeping the household clean has become one of the primary driving factors for the household cleaners market growth. Additionally, the easy availability of household cleaners coupled with several variations, including different fragrances, is likely to boost market advancement. Furthermore, changing lifestyles, rapid urbanization, preference towards maintaining surroundings and personal hygiene, and indulgence regarding clean and neat living spaces are anticipated to propel the growth of this market in the coming years with the increasing household spending on such products. For instance, in 2021, according to the Bureau of Labor Statistics, expenditure on laundry and cleaning products per consumer unit in the United States was USD 178.45, which was higher than in 2020.

Over the medium term, globally, the household cleaners market is expected to grow due to an increase in product innovation from key players. An increase in consumer awareness about organic household cleaning products has further increased high-quality products. In price-sensitive markets such as Asia-Pacific and Latin America, the easy availability of cheap substitutes compared to branded products is hindering the market's growth in this region. Additionally, an increase in demand for sustainable and eco-friendly household cleaning products is likely to create more opportunities for this industry, thus significantly driving the growth of this market during the forecast period.

Household Cleaners Market Trends

Demand for Organic Cleaning Products

Surface cleaners represent a steadily growing segment driven by improved household spending and consumers' emphasis on

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more hygienic lifestyles. Surfaces like glass, mirrored, stainless, and wood can now be cleaned with smart drop technologies specifically developed to preserve specialized characters. Liquid cleaners that are a suspension of solid abrasive particles in a thickened liquid matrix are now available in different formats, such as trigger sprays, aerosol cans, and pump-actuated bottles. Market players are also introducing innovative toilet, dishwashing, and surface cleaners in terms of packaging, quality, pricing, and fragrance. Consumers also prefer eco-friendly toilet care and dishwashing products with natural ingredients and refreshing scents. For instance, in December 2021, Unilever launched a new dishwashing liquid with 100% naturally derived ingredients. The product was more renewable, 99% biodegradable, and found in bottles made with 100% recyclable plastics. The company aimed to reduce carbon footprints and the dependency on fossil-based ingredients. In the study conducted by the CDC throughout the USA during the COVID-19 pandemic period, one-fourth of the participants reported one or the other problem related to the use of cleaners and disinfectants; the problem was related to skin, eye, nose, and sinus irritation, headache, nausea, and respiratory distress. This resulted in increased demand for organic cleaning products with no risk involved. This also impacts the import and export of washing and cleaning products in the regions.

North America Remains the Largest Market

The North American market is expected to experience considerable growth backed by the rising environmental concerns that are propelling the demand for safe and organic homecare products during the forecast period. The adoption of a healthier lifestyle, coupled with the increasing concern for hygiene, has been one of the key drivers for the household cleaners market in North American countries such as the United States and Canada over the past few years. The well-established real estate sector, household expenditure, and growth in housing units are some of the factors increasing the sales of household cleaners in the United States. Also, the increasing use of household cleaners such as surface deodorizers is expected to boost the demand for household cleaners in the region. Thus, manufacturers are introducing new fragrances such as citrus and natural deodorizers, and using fresheners as fragrances is a decisive factor of purchase in the market. For instance, in February 2022, SC Johnson Professional launched its Quaternary Disinfectant Cleaner in a new easy-to-measure, squeeze-and-pour bottle. The product cleans, disinfects, and deodorizes in one labor-saving step and the packaging format simplifies measuring for dilution in a bucket, automatic scrubber, or spray bottle. The leading market players are also leveraging online platforms optimally by selling their products through their websites as well as by listing the products on popular social media websites to improve their visibility and reachability in the region studied.

Household Cleaners Market Competitor Analysis

The household cleaners market is highly competitive with the presence of players, which include Henkel AG & Co. KGaA, Colgate-Palmolive Company, Reckitt Benckiser Group plc, Procter & Gamble Company, and Unilever PLC. Additionally, there is a presence of private-label players due to a high degree of price competition in the market. Leading manufacturers in the household cleaners market are focusing on leveraging opportunities posed by emerging markets to expand their revenue base. The key brands are also embarking on mergers and acquisitions and new product developments as critical strategies to consolidate and optimize their offerings. In April 2021, Spectrum Brands Holdings, Inc., a USA-based company offering home-essential cleaning products, announced the acquisition of For Life Products LLC for approximately USD 300 million. For Life Products, LLC is a USA-based household cleaning and maintenance manufacturer. Through the investment, Spectrum aimed to leverage the efficient supply chain and strong customer relationships of Life Products, drive future growth, and create value through substantial revenue and manufacturing synergies.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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