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THE HOME CLEANING *INDUSTRY:* *US & EUROPE*

A FRESH PERSPECTIVE
FOR 2023 AND BEYOND



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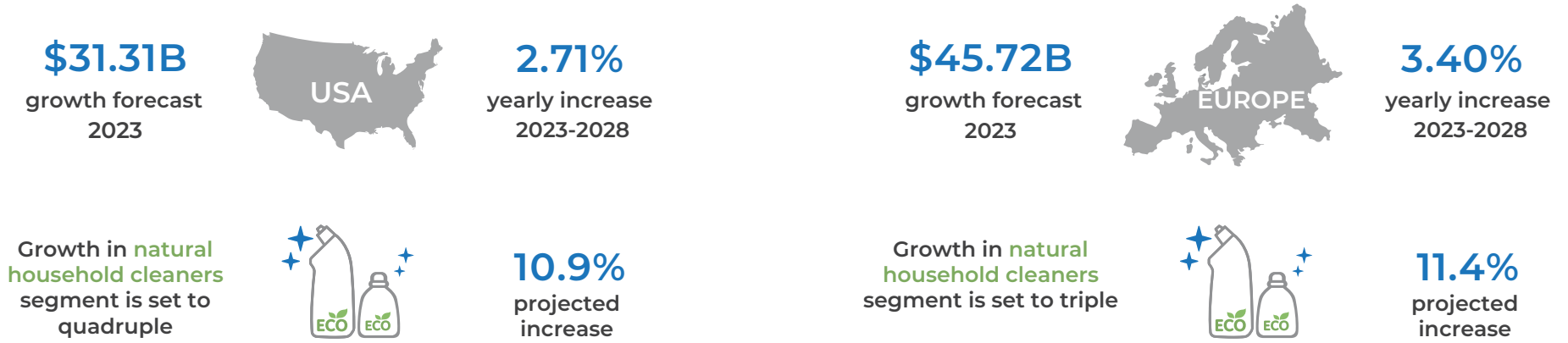
About Snipp

As global concerns about health and hygiene evolve, the home cleaning industry is experiencing significant changes. The pandemic prompted a major pendulum swing in our cleaning habits, during which time harsh chemicals perfumed our interiors and we liberally sprayed packages and surfaces with disinfectant. But over the past year, we've arrived at a new equilibrium – one that balances caution with sustainability, and cleanliness with wellness. The home cleaning industry is trying to find its footing in this revised landscape, where household cleaning products are expected to do more than just sanitize and remove dirt: consumers expect them to also serve as agents of well-being for their homes, personal lifestyles, and the broader environment. To that end, 2023 is witnessing a huge shift towards being 'green' at home, with non-toxic items occupying more space in cleaning cabinets. This increase in demand for eco-friendly cleaning products, coupled with more stringent regulations, is set to spur more innovation in the market. But as these changes affect the home cleaning industry, brands will also have to contend with the macroeconomic environment's enduring effect on consumers' spending, with historically high inflation impacting prices and household budgets. To give brands and retailers a 'crystal clear' view of the home cleaning industry for 2023, we've polished up a fresh analysis of some pivotal trends and offered up some marketing strategies to consider!

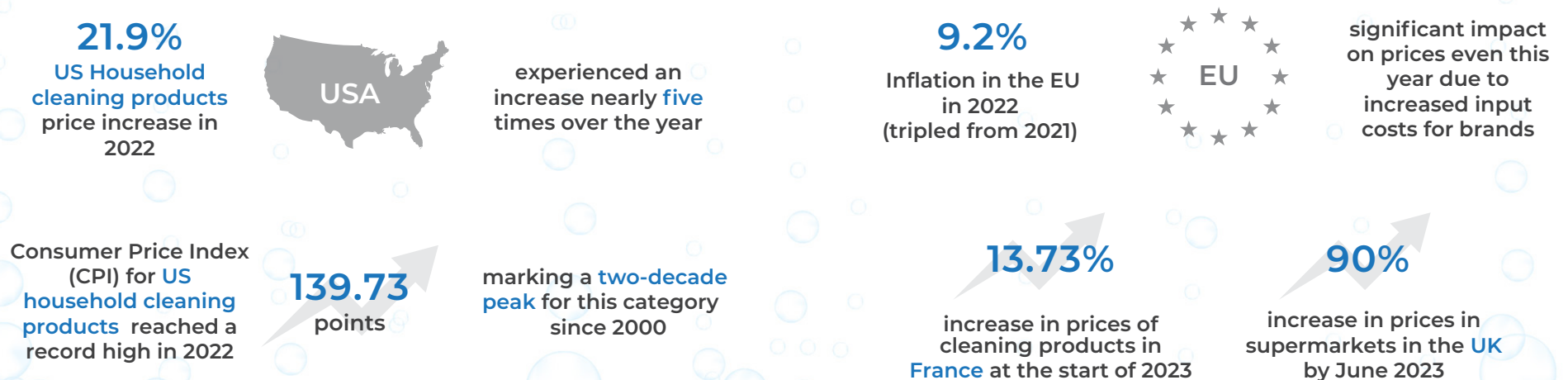


HOME CLEANING INDUSTRY STATISTICS: US & EUROPE

The US and European home cleaning markets are **expanding**, with natural products leading the charge...



...but **prices** in both regions have been impacted by supply-chain disruptions and record inflation.



SCRUBBING THE SURFACE: 4 KEY TRENDS AFFECTING THE HOME CLEANING INDUSTRY

1 Increased Growth of Private Labels

Amidst inflationary price hikes in branded products, there has been a significant shift towards private and own-label items. Although there are certain categories and brands to which consumers tend to stay loyal, household cleaning products have seen more trade-down behavior. In the US, a National Retail Federation survey found that **36% of consumers bought more store-brand and generic products in 2022** due to rising prices, and 2023 is seeing similar trends. Private labels, which offer an **average savings of 13%** compared to national brands, have already seen **5% sales growth** this year. Across the pond, there is increasing evidence that European consumers are following suit: A survey of shoppers across eight countries revealed that nearly **30% are now purchasing more private label products** than before the pandemic – particularly Gen Z and Millennials.



M&S

EST. 1884

Marks & Spencer's launched its biggest ever private label home care product range with 60 'high-powered' and 'efficient' cleaning and laundry products. The new range includes products for sensitive skin, formulated with antibacterial and antiviral ingredients and developed with quick wash cycles and low-temperature washes in mind. The range features over 19 fragrances, selected by M&S customers who took part in a national survey.



WAITROSE & PARTNERS

British supermarket **Waitrose** has launched its own home cleaning product company **Neat**, with eight product lines to be made available across the retailer's branches. Following their "UnPacked" concept, the product offerings will allow customers the option to refill their containers in stores, towards eliminating single-use plastics.

2

Merging Of Personal and Home Care

When the pandemic hit, consumers' biggest concerns were for home cleaning products to be militantly effective at killing germs and keeping their homes safe. But as harsh chemicals have created their problems, the focus is shifting towards solutions that feel more elevated and fit within a wellness-oriented lifestyle. In response, new products are emerging that draw inspiration from the beauty sector by using plant-based formulas and natural extracts and have an emphasis on sensory appeal with luxury fragrances. Established brands are also consolidating and merging their personal care products with home care, essentially transforming cleaning products into lifestyle products, making them better for the user and better for the planet. This innovative approach is positioning these brands as cross-industry players in the household, wellness, and personal care categories.



German multinational brand **Henkel** has combined its Beauty Care division with Laundry & Home Care to form a super-unit called **Henkel Consumer Brands**. This move is aimed at making operations more efficient and agile by putting brands like Schwarzkopf and Persil under one roof.



Bath&BodyWorks®

Personal care brand **Bath & Body Works** has entered the laundry sector in response to customer requests to experience their favorite fragrances in a multitude of ways. The top five fragrances for their new brand segment were chosen by votes from loyalty program participants and will be offered in a fall 2023 launch.



BLUELAND

Eco-friendly home cleaning brand **Blueand** successfully brokered a deal on "Shark Tank" and counts celebrities like Gwyneth Paltrow as investors, and now is entering into personal care with the launch of a body wash. The body wash comes in three scents and becomes a gel after being combined with water within a refillable "Forever Bottle," keeping in line with the company's mission to reduce single-use plastic.



DIPTYQUE

Diptyque, a luxury French fragrance brand known for its candles and personal care products, launched La Droguerie, a collection of home cleaning products including multi-surface cleaners, dishwashing solutions, and soaps with scents born out of its perfumery expertise.



Green-shifting Towards Sustainability

Being 'green' is a key priority for most brands these days, and there's a good reason for it: consumers' expectations for eco-friendly products have become mainstream. Not only are they **willing to pay 27% more** on average for sustainable products, but they're also rewarding those brands with loyalty. McKinsey, in partnership with NielsenIQ, conducted an analysis of US sales data from 2017 to mid-2022 across 32 CPG categories and found a significant correlation between claims of Environmental, Social, and Governance (ESG) factors and consumer spending across all demographics. In **68% of the categories** studied, products with ESG claims outperformed those without, and customers showed more loyalty to brands with greater sustainability investments with repeat purchase **rates of up to 34%**. Current sustainability trends in the cleaning products sector include:

WATER-FREE CONCENTRATES

Common cleaning products like soaps and disinfecting sprays are largely composed of water, making them heavy and hard to ship efficiently. To lessen environmental impact, some producers are transitioning to water-free concentrates and tablets which reduce weight, and decrease the production, transportation, and disposal of single-use plastics.

BLUELAND



Blueland specializes in water-free cleaning tablets and powders, which arrive in paper pouches, eliminating the need for plastic wrapping. For convenient storage, they offer refillable tin-coated steel containers and silicone shakers for their products.

etee



Etee offers cleaning concentrates in backyard compostable pods made from plant-based materials including beeswax, tree resin, and essential oils. The pods are available for dish soap, hand soap, all-purpose cleaners, window cleaners, and floor cleaners, and one pod provides roughly 13 ounces of the final cleaning product.

TRU EARTH



Tru Earth has created a range of laundry strips as an environmentally friendlier alternative to washing powders, liquids, and capsules. Tru Earth strips are small enough to be sent to customers via mail, reducing transportation pollution by 90% compared to traditional products. The strips are also vegan-friendly, hypoallergenic, zero waste and plastic-free.

ACTIVE MICROBIALS

Live microbes are a major trending ingredient in home cleaning products, as these beneficial bacteria deep clean and deodorize naturally, providing a more thorough, longer-lasting clean that reaches even the smallest crevices. The microbial cleaner category is rapidly growing, and larger firms like Bona, Unilever, and Reckitt are beginning to explore this area.



Lively is a new line of active microbial/probiotic household cleaners and pet care products from **Faultless Brands**. Its formulas help to tackle dirt, odors, and bad bacteria at the microscopic level and are free from fragrance, pH-neutral and biodegradable.

REFILLABLE PRODUCTS AND FLEXIBLE PACKAGING

Refillable products not only offer discounts to consumers and foster brand loyalty but also significantly reduce environmental impact. As an extension, many companies are also switching from rigid to flexible packaging, as flexible pouches and bags tend to weigh less and are easier to transport from the manufacturer to the retailer.



Clorox has introduced new home cleaning products that reduce plastic use. Their Clorox Disinfecting Mist, in a 100% recyclable bottle with a reusable sprayer, can be refilled for two to three years. The brand also offers two additional refillable cleaning solutions providing 10x the cleaning power and using 80% less plastic than typical single-use sprays.



Target's Everspring brand offers soap refills in flexible pouches which extends the life of their pump soap dispensers. One refill pouch fills the pump dispenser three times, minimizing waste compared to single refills.



German discount retailer chain **Lidl** rolled out refill stations in three U.K. stores in 2022, where customers can bring their empty laundry detergent bottles and pouches for a top-up, with a discount of £0.20.

MULTIPURPOSE PRODUCTS

The growing trend of minimalism and eco-awareness is prompting consumers to switch from a variety of specialized cleaners to multi-purpose products. This change not only cuts down waste but also provides a more cost-effective home cleaning solution.



German brand **Symrise AG** has developed a brand-new product range based on multifunctionality for laundry, dishwashing, and surface care applications, allowing for shorter ingredient lists, less packaging, and greater sustainability compliance.



SC Johnson Professional launched a Quaternary Disinfectant Cleaner that 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.

COLD WATER SOLUTIONS

Refillable products not only offer discounts to consumers and foster brand loyalty but also significantly reduce environmental impact. As an extension, many companies are also switching from rigid to flexible packaging, as flexible pouches and bags tend to weigh less and are easier to transport from the manufacturer to the retailer.



P&G brand **Fairy's** innovation plan aims to lower dishwashing carbon footprints by enhancing performance in cooler water and shorter cycles. Supported by pan-European campaigns, Fairy encourages consumers to 'Wash Cooler' and 'Switch to Short', potentially reducing dishwashing's carbon footprint by up to 60% and 33%, respectively.



Tide Laundry is reformulating each of its detergent products to effectively clean in cold water, with the ambition of having 75% of North American laundry loads using cold water by 2030. Currently, more than half of laundry loads are done using cold water, thanks in large part to multiple, broad-reaching brand marketing campaigns over the past few years.

INGREDIENT TRANSPARENCY AND ECO-LABELING

According to a recent survey, **81% of consumers agree that the makers of home cleaning products should provide transparent information** on their products, including details on ingredients, their function, and any risks. To meet this demand, the home cleaning industry is adopting eco-labeling systems and third-party certifications:



The American Cleaning Institute (ACI)

A US-based non-profit organization representing producers of household cleaning products, launched a new tool, **"What Cleaning Ingredients Do"**, in 2022. The tool is a simple, searchable database of 800+ chemical ingredients commonly found in household cleaners, with clear ingredient function descriptions.



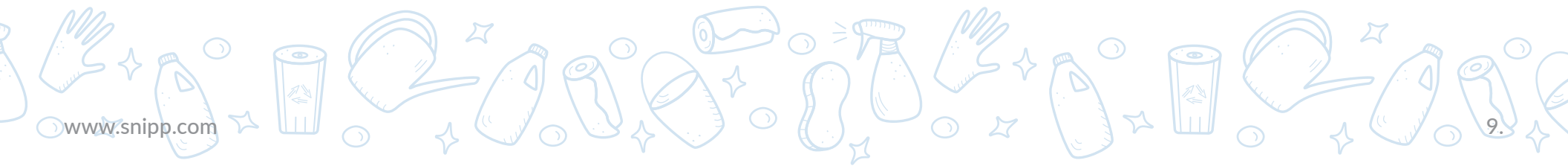
A.I.S.E. Charter for Sustainable Cleaning

The International Association for Soaps, Detergents and Maintenance Products' landmark Charter for Sustainable Cleaning has been recognized by **Amazon** as an industry sustainability standard. Amazon shoppers will now be able to search specifically for products that meet the Charter's product industry standards, and these products will display the green **"Climate Pledge Friendly"** label on their listings.



The E.U. Ecolabel

Due to the enormous growth in the number of businesses selling natural products, EU governments have made certification necessary. Household cleaning products that meet stringent **E.U. sustainability standards** can show the Ecolabel logo on their packaging to demonstrate adherence guarantees and boost consumer trust.



4 From Dustpans To Droids: Increased Use Of Smart Home Cleaning Technologies

Imagine a future straight out of "The Jetsons," where robots handle our household chores. According to a study by the University of Oxford, this could be a reality by 2033, with time spent on tasks like washing dishes and cleaning reduced by nearly half. Hallelujah! That future isn't too far off - smart home cleaning technologies like robotic vacuums are already popular, and they're smarter than ever. Now equipped with advanced software, these tools can efficiently clean, while conserving energy and reducing waste. Despite recent economic downturns, sales of multi-functional smart products have grown, indicating a demand for premium, energy-efficient appliances that make life simpler. In 2022, **robot sales still grew by 2%**, while **vacuum cleaner sales dropped by 6%**. Similarly, washing machines with extra drum clean functions saw a robust **12% sales growth, despite a 5% drop in total sales**.

AI WASHERS AND DRYERS

Laundry is one of the least favorite chores for many Americans. AI Washers and Dryers can simplify this task by detecting fabric type and dirtiness, adjusting the wash time and detergent amount accordingly, and ensuring an efficient, one-cycle clean.



dreame

ROBOTIC VACUUMS can work tirelessly to keep multiple rooms spotless even when we're away. Not only do they save time, but they can also clean more frequently and thoroughly. Some models even offer auto-cleaning and auto-refilling features with large-capacity dust bags, making hands-free cleaning possible for months at a stretch.

As European consumers lean towards automation, robotic vacuum brand **Dreame Technology** has experienced significant growth, especially in Germany, where it's now a staple in over 80% of major retailers. In the first half of 2022, the company doubled its sales revenue compared to the same period last year.



CHATGPT FOR HOUSE CLEANING

As a cloud-based AI platform, ChatGPT can use natural language processing to understand a customer's needs and create personalized cleaning plans. It can control a robotic vacuum cleaner and other smart appliances, identify trends in a user's cleaning behavior, and can even schedule maintenance appointments and send reminders!

Amazon is reportedly planning to add ChatGPT capabilities to its home robot, Astro. The company is developing new AI-driven conversational intelligence for Astro, to better understand the needs and demands of a household environment. Amazon said this **"Contextual Understanding"** is its **"latest and most advanced AI technology designed to make robots more intelligent, more useful, and more conversational."**

MARKETING FOR HOME CLEANING INDUSTRY: 8 EFFECTIVE STRATEGIES FOR A CLEAN SWEEP!

In today's competitive retail landscape, there's a lot that brands and retailers can do to sway a shopper's decision. Research from PLMA on European consumers bears this out, as a whopping **66% scrutinize prices** and **hunt for bargains**, **39% explore alternative brands**, **26% inspect the packaging of competing brands**, and **19% are on the lookout for innovation**. For home cleaning brands aiming to make a splash, consider some of these marketing strategies to help sweep up the competition in the aisles!

1

EMPOWER CUSTOMERS
WITH HELPFUL ADVICE
AND TIPS

MAKE HOME CLEANING
ENTERTAINING ON
SOCIAL

2

3

OPTIMIZE
OMNICHANNEL
PRODUCT DISCOVERY

BOOST SUBSCRIPTION
LOYALTY WITH
IMPROVED FLEXIBILITY

4

5

CREATE THOUGHTFUL
VALUE PROMOTIONS

CAPITALIZE ON
HOLIDAYS & SEASONAL
EVENTS

6

7

SHOWCASE BRAND
SUSTAINABILITY
EFFORTS

REINVENT HOME
CLEANING AS AN ACT
OF WELLNESS AND
FUN

8



1 EMPOWER CUSTOMERS WITH HELPFUL ADVICE AND TIPS

Let's face it, cleaning can be a daunting task. With **90% of Americans admitting to feeling anxious** about tidying up their homes, it's clear that even the best of us - even Marie Kondo! - can find ourselves in sticky situations. But here lies an opportunity for brands to step in as trusted advisors. By offering handy tips, step-by-step checklists, instructional videos, and innovative tips to guide overwhelmed customers, home cleaning brands can serve as helpful allies in turning stressful chores into achievable tasks.



CREATE INFORMATION HUBS

Unilever effectively uses its website Cleanipedia as a marketing tool by offering consumers a wealth of information and inspiration on how to use their products. As a resource hub for top cleaning tips and tricks, Cleanipedia allows Unilever to demonstrate the practicality and effectiveness of their products in everyday cleaning, laundry, and home organization situations.

2 MAKE HOME CLEANING ENTERTAINING ON SOCIAL

With the global rise of TikTok, cleaning videos have become hugely popular on social media, inspiring a growing number of brands to leverage these outlets to reach younger audiences. Gen Z'ers, in particular, are embracing staying home and cleaning as the "new going out," as the engagement around videos of doing laundry, washing dishes, or even scrubbing toilets seems to indicate!

TIKTOK

TikTok is a Mecca for finding home cleaning solutions, with #CleanTok hitting nearly 68 billion collective views and "cleaning hacks" with roughly 11 billion views. From watching cleaning videos and tips provided by professional housekeepers, to discovering innovative and simplifying cleaning products, users can't seem to get enough bite-sized cleaning content!



Unilever has joined forces with **TikTok** to tap into the **#CleanTok** trend via an official #CleanTok hub where over 100 content creators will collaborate to serve up useful and entertaining cleaning content for their followers. According to Unilever, there has been a more than 63% year-on-year growth in the household cleaning category because of TikTok.

'CLEANFLUENCERS'

A new wave of cleaning personalities is taking social media by storm, influencing millions of viewers with content that cleverly blends education with entertainment. Brands can tie up with these 'cleanfluencers' to leverage their followings.



Auri Kananen, a 30-year-old Finn, has quickly become one of the world's most successful "cleanfluencers", traveling the globe hunting for "the dirtiest homes possible" to clean for free, and showing her 2.5 million+ followers how it's done. In her upbeat videos, she dusts, scrubs, and sorts, wearing signature hot pink rubber gloves.

3 OPTIMIZE OMNICHANNEL PRODUCT DISCOVERY

The pandemic has supercharged the growth of omnichannel sales, with **22% of shoppers now blending in-store visits** with prior online orders. A PYMNTS study reveals that while **35% of consumers buy most of their home cleaning supplies from brick-and-mortar stores**, a **growing 46% exclusively use eCommerce channels**. This shift is driven by eCommerce's competitive pricing and door-to-door convenience, outpacing traditional retailers. As brands increasingly adopt this approach, it's crucial for them to invest in measures to increase product visibility online, and to avoid relying on one single channel for growth.

PROVIDE ENHANCED PRODUCT INFORMATION

A HingeGlobal study suggests that enriched product content, especially video, can significantly influence purchasing decisions, with 25% of consumers more likely to buy when presented with such content. Amazon also noticed a 5%-20% sales increase on pages featuring its "A+ Content". For home cleaning brands, providing personalizing product pages with detailed descriptions, high-quality images, and engaging videos is key.

Sainsbury's

UK supermarket chain **Sainsbury** reported a 47% increase in interaction on product pages when showing 5 additional images and videos, showing that enhanced content goes a long way toward engaging customers.

EMBRACE TRANSPARENT LABELING AND CUSTOM ATTRIBUTES

In an era where consumers are increasingly discerning about the ingredients they use, brands that provide clear labeling information are likely to gain more loyalty. Research shows that over half of shoppers are willing to pay a premium for products with easily understandable labels. And for online sales, the use of custom attributes is seeing traction among retailers as many consumers don't search by brand anymore, they look for product attributes like 'natural', or 'clean'. A NielsenIQ report revealed that 35% of retailers are incorporating custom attributes on their websites, up from 23% two years ago.



Retailers like **Target** appeal to their customer's health and wellness concerns by labeling certain products as "clean". Target pins a green "clean" icon on more than 4,000 products online and in-store. It ties this initiative into its overarching Target Zero strategy for a zero-waste world.

LEVERAGE IN-STORE TECH AND CUSTOMER ANALYTICS

When cleaning products run low, it often results in a frantic dash to the store. Retailers can utilize previous purchase information and in-store tech to issue timely reminders via app alerts and flash promotions. This strategy serves not just as a useful nudge, but also enhances the overall shopping experience.

4 BOOST SUBSCRIPTION LOYALTY WITH IMPROVED FLEXIBILITY

Direct-To-Consumer subscriptions have been transforming the home cleaning market by providing convenience, personalization, and cost savings – and DTC brands have been at the forefront of innovative sustainability initiatives. But as the pandemic sign-up wave gives way to consumers being more selective and wanting more control, subscription providers will need to enhance their business models to deliver more value. Consumers have already trimmed their subscriptions from an average of **4.1 in 2022 to roughly 2.9 as of Q1 2023**. While emotional connections with a brand can go a long way in mitigating churn, enabling greater flexibility in how subscribers cancel, pause, replace or curate their selections is a great differentiator.



TRULY FREE provides safe, non-toxic home cleaning product subscriptions delivered in refillable & sustainable packaging. To incentivize larger orders, the brand revamped its returns policy. Previously, returned orders incurred a restocking fee. Now, customers are encouraged to keep, regift, or donate their boxes, fostering goodwill and customer advocacy while ironically reducing costs.



5 CREATE THOUGHTFUL VALUE PROMOTIONS

Amid inflation, consumers are gravitating towards promotional offers. According to Nielsen IQ, promotions contributed to **26.6% of CPG sales in 2023**, sparking a trend among national brands with **47.2% increasing their promotional activities**. However, relying heavily on discounts to boost market share is unsustainable. Brands should focus on amplifying the uplift from thoughtfully designed promotions, rather than just offering markdowns.



SWEEPS TO DRIVE PORTFOLIO SALES AT KEY RETAIL PARTNERS FOR AIR WICK

Reckitt's Air Wick aimed to boost sales and reward customers with an unforgettable trip to Yellowstone National Park. **Snipp** devised a program where customers spending \$15 or more on Air Wick products could upload their receipts on a microsite to earn a \$5 gift card and a chance to win a fully-paid, 7-day trip to Yellowstone! To further benefit retail partners Kroger and Target, customers shopping at these stores would receive a store-specific gift card to encourage additional purchases.



CASH BACK PROGRAM TO DRIVE PORTFOLIO SALES FOR HENKEL

Henkel aimed to boost sales and increase their product portfolio's basket share. With **Snipp**'s help, they launched a **'Buy 3, Get 1 Free'** campaign, where customers purchasing any three qualifying products could submit their receipt and receive an instant PayPal rebate for the lowest-priced item. The campaign was hosted on a bilingual (English and French) microsite managed by Snipp.

6 CAPITALIZE ON HOLIDAYS AND SEASONAL EVENTS

Many people clean their homes primarily when expecting guests, with 26% doing so in anticipation of holidays and 22% on a seasonal basis. Social media buzz around tags like #Cleaning on TikTok typically surges during festive preparations and spring cleaning periods. Events like the Superbowl, which involve more cooking and entertaining, can also lead to increased cleaning, potentially boosting sales of household cleaning products. By creating seasonal and holiday-themed offers and content, home cleaning brands can enhance their visibility, attract new customers and increase engagement.

EVENT-BASED PROMOTIONS

Cleaning product brands can capitalize on key events by tying their products to the preparation and clean-up associated with these occasions.



Coors Light and **Tide Cleaners** teamed up last year to offer laundry services for college football enthusiasts. On Oct. 8, fans could drop off their laundry at selected bars, giving them more time to enjoy the game. This collaboration not only reinforced Coors Light's reputation as a laid-back beer but also boosted Tide Cleaners' customer outreach in the post-pandemic era. By taking on America's least favorite chores - ironing and laundry - they aimed to keep fans relaxed and engaged with the game.

TAP INTO SPRING CLEANING

Spring season brings on the annual ritual of home cleaning and organizing. According to a study by the National Cleaning Institute, nearly three-quarters of Americans plan to spring clean at least once a year. Brands can tailor promotions and social engagement around the theme of Spring Cleaning, via hashtags and specialized web content like checklists and guides for major spring cleaning projects.

dreame

Robot Vacuum brand **Dreame Technology's** Family Day 2023 was themed around spring cleaning and gave Southwest Europe a chance to win smart-cleaning products. In sync with their mission to empower through technology, Dreame offered giveaways in Germany, France, Spain, and the Benelux countries, where consumers could win products by liking and commenting on the brand's Instagram post, tagging three people, and filling out a form on their landing page. Sharing the event using hashtags also doubled the chances of winning.

LIMITED EDITION PRODUCTS

Seasonality is a big part of the fragrance sector, and brands can leverage this in the household cleaning products market. Seasonal scents and limited-edition scents enable brands to experiment with new fragrances and can inspire consumer try-outs.



Mrs. Meyer's Clean Day often releases limited edition scents to coincide with the changing seasons. For Fall, they have previously introduced scents like Iowa Pine, Lilac, and Acorn Spice. The 'Fall Leaves' scent has also been a popular choice, offering a warm, earthy aroma that perfectly captures the essence of the season.

7 **SHOWCASE BRAND SUSTAINABILITY EFFORTS**

Customers today are voting with their wallets, eager to shell out more for green home cleaning products, according to a 2022 Blue Yonder survey. Social platforms like Facebook and Instagram influence over half of these eco-purchases, while *TikTok is the go-to for the 18-29 demographic*. This presents a golden opportunity for brands to boost their bottom line by spotlighting their sustainability efforts, but they have to tread carefully as authenticity is key in this realm. Brands accused of 'greenwashing' can face severe backlash and long-lasting distrust.



SC Johnson's Mr. Muscle has, through its long-term partnership with Plastic Bank, significantly contributed to keeping the oceans cleaner by recycling or reusing 40 million kilos of plastic--equivalent to two billion plastic bottles. The brand has also funded nearly 380 collection centers across Indonesia, the Philippines, and Brazil. In the UK, it even launched Mr. Muscle in 100% recycled plastic bottles. Having reached its recycled plastic packaging target four years early in 2021, the company now aims to use 25% post-consumer plastic in packaging by 2025.



8 REINVENT HOME CLEANING AS AN ACT OF WELLNESS AND FUN

Home cleaning isn't just a chore - it's a mood booster, stress reducer, and even an exercise routine for many adults. According to a OnePoll survey, a whopping **80% of Americans gain a sense of control, accomplishment, motivation, and relief from a thorough clean**. Marketers can tap into this sentiment, especially prevalent among young adults and parents, by rebranding cleaning as a wellness activity. Products infused with botanicals, fragrances, or essential oils can emphasize the therapeutic aspects of cleaning, catering to about half of users who prefer products with their favorite scents. Plus, eight in ten people even see it as a fun workout, especially when accompanied by their favorite tunes!



Clorox is refreshing its image with a new brand platform, "Start Clean." This major revamp, the first since 2017, spotlights the essential role of cleanliness in both physical and mental well-being through TV spots, out-of-home placements, and social media. Clorox's consumer research reveals that **82% of Americans associate cleanliness with mental clarity**, and **68% see it as a gateway to a fresh perspective**. The brand is now positioning itself as a lifestyle ally, leveraging influencers on TikTok to share their "Start Clean" moments in daily life.



Eco-friendly brand **Arbours** is redefining cleaning with a dash of fun, aiming to reach beyond traditional demographics. They're transforming the mundane task of cleaning into an adventure with playful activities, tunes, and clever hacks under the motto **"more cheerful, less choreful"**. Its online presence has a "treehouse" section where customers can find Spotify "spraylists" to invigorate the process of everyday tasks.



Unilever's Dirt Is Good (DIG) brand, known for its commitment to clean clothes and the benefits of messy play, launched an innovative campaign to reconnect tech-savvy kids with outdoor activities. They created a fake game trailer for the real-life game of tag. Game visuals, messaging, music, and gaming influencers with a combined reach of 10.2 million were all used to highlight the fact that in the end, real-life games deliver the biggest adrenaline rush. The campaign won Bronze at the 2022 Cannes Lions.

CONCLUSION

The home cleaning industry of 2023 is already starkly different from its pre-pandemic state, and with the dawn of automation and 'smart' technologies, it's safe to say its future version won't bear much resemblance either. Now, more than ever, brands need to keep pace with these monumental changes, while also seizing the chance to craft a fresh narrative for their products. As cleaning evolves from a mundane chore into a wellness activity, and sustainability along with eco-sensitivity become central to product selection, it's crucial to resonate with consumers who prioritize their personal and environmental footprint and craft marketing strategies accordingly. And with price sensitivity remaining a major factor in household expenditures, brands that demonstrate a commitment to providing excellent value for money will not just earn consumer trust, but also their loyalty. In this era of unprecedented change, it's evident that the brands set to 'shine' are those that are innovative, agile, and customer-focused.





Snipp provides promotions, contests, sweepstakes and loyalty programs designed to engage customers across the entire path to purchase - in-store, at home and online. Clients can run one-off promotions to evergreen loyalty programs that meet objectives at a brand, shopper, category, and portfolio level and customizable by region, language, channel, retailer and more.

SnippCARE, our modular Customer Acquisition, Retention & Engagement platform, powered by our market-leading receipt and transaction processing platform for purchase and non-purchase validation, enables implementation of ROI-driven, omni-channel programs, globally. We capture zero-party data in real time and build proprietary data sets, driving engagement, personalization and brand loyalty and enabling intelligent decision-making. It's tailor-made for brands to build deeper relationships with their customers.

For over a decade, we have worked with the world's leading organizations in both B2C and B2B spaces, across industry verticals including CPG, retail, pharma, utility, home and outdoor, alcohol, tobacco, lifestyle and more.

Visit us at snipp.com for more details and program examples.

SNIPP OFFERS THE FOLLOWING SOLUTIONS:



Promotions & Sweepstakes

Create sweepstakes, GWP, instant win, gamification, social media promotions and more. Setup, legal and fulfillment too.



Transaction Processing

Validate any purchase (receipt/PO/invoice etc.) or non-purchase (image, survey, social, etc.) transaction. Retailer and device agnostic.



Loyalty

Modular customer loyalty platform with comprehensive earn and burn mechanisms as well as deep personalization and segmentation to drive engagement and retention.



Rebates

Streamlined digital rebate processing. Flexible, efficient, scalable and secure. Use our one-stop self service platform for multiple rebate programs.



Rewards

Incentivize customers with an exhaustive catalog-across any geography, industry or consumer demographic. Includes 250+ categories and 58+ currencies.



Data & Analytics

Capture and make sense of complex consumer behavior and purchase patterns. Turn this into actionable insights for personalization and engagement.

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