

Market Intelligence Digest

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Highlights

- This is a three-part series for the 2021 Household Trend: Safe Home, Serene Home. The report explores how household brands can preserve mental and physical wellbeing with products, routines, and philanthropy.
- Products that kill the virus are a start but as household care evolves from chore to survival strategy, household brands can become a trusted partner to ensure that consumers are living their best life and being their best self.
- The report discusses the following topics: “Homecare brands are now lifestyle brands,” “Tackle viruses head-on,” and “Extend offerings beyond cleaners for better decision making,” among others.

2021 Household Trend: Safe Home, Serene Home



Introduction

One of the great lessons from the COVID-19 pandemic is the importance of mental wellness. Our retreat to the home has kept us safe, but it has also challenged wellness due to limited community interaction and a more chaotic home life from transforming our homes into offices, gyms, and schools.

Beyond the angst caused by vigilance against illness, the need to compress life within our walls creates distractions that challenge our productivity. This leads to even more stress and anxiety.

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Context: The Drivers

Mintel's construal impacting consumer behaviors



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Mintel recommends

Aid consumers locally

Household brands are innovating to kill COVID-19, and that's a good start. Yet there's a broader opportunity to aid consumer decision making with tools that track the virus at the hyperlocal level and help consumers locate hard-to-find products.

Focus on task-specific homecare

Consumers are taking up home-based activities for wellness like cooking, crafting, and exercising. Such high-involvement activities suggest opportunities for task-specific

products that could grow margins as consumers adapt to the 'next normal.'

Promote homecare as a wellness activity

Consumers recognize the homecare routine as a way to restore normality and achievement in stressful times. Wellness apps will incorporate household chores, while cleaning technologies will crossover into wellness. Brands can use their growing importance to more clearly position as mental, community, and planetary health allies.

How Safe Home, Serene Home will play out now



Give consumers better solutions

- The pandemic has led to cleaning innovation. Several products are now rated to kill COVID-19 and that provides peace of mind. But as the virus rages on, consumers will be receptive to innovations that will raise the bar for effective homecare.



Reduce the stress of decision-making

- Brands have an opportunity to become lifestyle brands by giving consumers better processes for using their products. Maintaining a safe home has evolved from just cleaning to cleaning the right things at the right time. But this opportunity extends into tools that alert consumers to local risk and help them find high-demand products.



Help those who can't help themselves

- Physically challenged consumers struggle to care for their homes, but the pandemic has also made it hard to find help. Social responsibility programs that ensure that more people can live in a clean, organized and germ-free home will go a long way toward building loyalty and trust.

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Homecare brands are now lifestyle brands

The household cleaner category is one in which consumers are using products differently in response to COVID-19.

Social media is teeming with discussions about how consumers are learning to immediately remove and sanitize clothing, face masks, and shoes when returning from a supply run or how apartment dwellers should navigate common areas like elevators and lobbies. In short, consumers are changing their cleaning routines and adopting a triage mindset

that dictates how they clean in order to stay well.

For the household market, this means that consumers' emotional engagement with these products is growing because the pandemic is turning cleaning brands into lifestyle brands. Brands have a window of opportunity to take a more holistic, multi-category approach to managing germs and protecting the family. This will aid wellness and grow consumer loyalty and trust.

Tackle viruses head-on

COVID-19 has challenged homecare brands to keep people healthy. Several have shown that they're up to the task.

At the most basic level, this has meant disinfectants that kill COVID-19. In 2020, a handful of brands like Lysol, Clorox, and P&G's Microban are certified to kill COVID-19.

Consumers now look beyond general germ-killing claims. They want assurance that the virus that has upended their lives is gone from their homes.



Lysol Disinfectant Mist has EPA approval to kill COVID-19

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The shift toward disinfecting will reduce consumer polarization

Mintel finds that even ardent natural consumers are prioritizing disinfecting. 48% of all consumers and 45% of those who buy natural in five or more categories say the pandemic is forcing them to deprioritize natural in favor of killing germs that could make them sick.

This brings up a critical impact of the virus. It is reducing the polarization between natural and mainstream product formats.

For household brands, this shift suggests an opportunity to pitch natural products and traditional disinfectants as complementary formats.

As we emerge from the pandemic, even the most dedicated natural consumers will understand that there is a need for different product formats at different times. They will stock both product types without abandoning their green ideals.

Help consumers fight decision fatigue



Household brands have a growth opportunity that is centered on the fact that they don't just sell products; they are increasingly experts in navigating COVID-19.

The pandemic has cemented this idea and grown consumers' reliance on brand expertise more than any recent event.

Brand expertise has become valuable because consumers have to make homecare decisions that affect their wellness. We now live in an era in which the wrong decision can have negative consequences.

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Extend offerings beyond cleaners for better decision-making

One difficulty in navigating COVID-19 is understanding the local risk. Governments report the numbers, but consumers need more intuitive tools. Because information regarding community health now dictates when and how consumers clean, brands have license to aggregate public data into better predictive tools.

Consumers need to understand when it's safe to go shopping. They need to know the risk of letting a plumber into their house,

but equally important is insight on when to disinfect and when it's safe to use a favorite natural cleaner.

Both Clorox and Kimberly-Clark once maintained cold and flu trackers that sifted through millions of social media conversations to predict the risk to consumers at the local level. The industry has yet to adopt this type of innovation for COVID-19.



Clorox Cold and Flu Pulse, launched in 2013



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