

Market Intelligence Digest

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Highlights

- This issue focuses on task-specific cleaning activities to support physical and emotional health.
- Activities such as “Clean as we cook,” “Clean as we care for pets,” and “Clean as we sweat” help support physical and emotional health.
- Mintel also features the “Rise of at home fitness” and “Caring of our pets.”

2021 Household Trend: Safe Home, Serene Home (Part 2)



Link task-specific cleaning to activities supporting physical and emotional health

As the pandemic rages on, many of us engage in new, at-home activities that support our mental and physical wellbeing. These activities such as cooking, crafting, or exercising have become a lifeline for a population that out of necessity is squeezing every bit of potential from their homes for the sake of their health.

While recent years have seen a marked consumer preference for all-purpose cleaners, the lockdown lifestyle also presents a

unique opportunity for brands to develop more emotional marketing around these healthful activities and the specialized cleaners that they require.

When we consider this, together with the fact that more people have raised both self-care and homecare to an art form during the pandemic, we can foresee the pendulum swinging back to a new era of task-specific products.

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Example 1: Clean as we cook

The pandemic has forced more people to cook at home and some are using this circumstance to learn to cook for the first time. This also means learning to clean a cook's kitchen, which requires a different set of rules than regular cleaning.

Cooks have to avoid cross-contamination (e.g. raw meat should not touch salad greens), they need to wash their hands constantly and ensure convenient disposal of trash and compost at all work stations.

Arguably, the kitchen cleaning routine must be better established than cleaning for other parts of the house. Accordingly, this is also a teaching opportunity for brands – all in the name of wellness.

Beyond cleaning routines, a greater focus on immune-boosting ingredients that stain clothing and surfaces (think turmeric, berries, or beets) has driven a need for specialized laundry products and surface cleaners that can tackle these stains.

Example 2: Clean as we care for pets

There is a growing genre of cleaning products optimized for pets. Pets can be messy and the biological nature of their soil calls for highly specialized cleaners that degrade odor and stains.

But pets also aid mental health and for many people, pets are a primary source of companionship during isolation. People who have pets are less lonely and for many, their furry friends are a lifeline. Cleaning brands that sell cleaners for pet mess have an opportunity to sponsor pet adoption, which would grow their market while helping people through a difficult time.

IN THE US

52%

of pet owners in the US say
their pet makes them feel
less alone

Base: 1,689 internet users aged 18+ who own a pet
Source: Lightspeed/Mintel

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Example 3: Clean as we sweat

The concept of at-home fitness was long in the making prior to the pandemic. Yet with the closing of gyms and fitness centers around the world, and with the need for greater self-care during lockdown, its popularity has never been greater.

Mintel research finds that as of March 2020, a time when the virus was just emerging, 64% of US adults did most of their exercise at home. That percentage is likely higher today.

Exercise is a high-involvement activity; getting fit requires a significant emotional, physical, and time investment. When we add to this the fact that exercise creates stains and odors that are unique to the activity, specialized cleaners that aid the fitness process might be an easier sell than in most sub-categories. Household products for home exercise include not only products as specific as yoga mat cleaners, but also laundry detergents, and air fresheners optimized for sweat odors.

Pet stain and odor removers can link to wellness

Because pets have a growing link to wellbeing, pet-related household care products can grow consumer involvement in the category.



Pet cleaning products

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At-home fitness is just at the beginning of its rise

Although COVID-19 has increased at-home workouts, people had already been seeking alternatives to costly health and fitness clubs before it, indicating a long-term trend.

56%

of Chinese adults have exercised at home with online classes at least a few times a week since the COVID-19 outbreak

40%

of UK adults completed fitness activities at home

43%

of US adults who exercise do so in their home's living area

Base: China: 1,200 internet users aged 18-59; UK: 2,000 internet users aged 16+; US: 1,733 internet users aged 18+ who exercise

Source: KuRunData/Mintel; Lightspeed/Mintel

Sometimes an encouraging word is all it takes

Household paper products are unique in that brands have the ability to print directly on the paper. Unlike printing on packaging, this provides an opportunity to offer consumers messages of encouragement throughout their entire interaction with the product.

For example, Mexican household paper brand Pétalo has created motivational phrases to be printed on its paper towels, napkins, and toilet paper. Through this action, the business seeks to promote positivity and hope among customers during the pandemic.



Kimberly-Clark's Pétalo Decorated Kitchen Rolls

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SCAN ME



Packaging plays a growing role in preserving wellness

Homecare brands wanting to contribute to consumer wellness need to consider how packaging will aid that goal. As consumers become more focused on hygiene, they are more concerned about who touched their products in route to their shopping carts or front porch. Antimicrobial coatings that make packaging self-sanitizing offer an assurance of safety.

One example comes from a partnership between coating manufacturer Touchguard and packaging company DS

Smith. These companies have developed a new range of cardboard packaging that will kill bacteria and viruses (including COVID-19) for up to one year.

This innovation is especially relevant considering the rapid transition to online retail. Since consumers buy cleaning products to fend off germs, brands that are shipped in these boxes will offer peace of mind that the shopping process won't complicate that effort.



**eCommerce
packaging from
DS Smith**



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