

Market Intelligence Digest

Volume 3 Issue No. 13 | March 2021



Highlights

- This last part of 2021 Household Trend: Safe Home, Serene Home tackles its long-term implication and applications in the future.
- The report focuses on “Frame household wellness as a cultural shift,” “Link to community health,” “Clean for those who can’t,” “Link household wellness to planetary wellness,” and “Focus on empowerment; consumers are taking charge.”
- In the future, there would be cleaning apps that would help formulize the routine of cleaning and consumers would focus on sleep-inducing homeware.

2021 Household Trend: Safe Home, Serene Home (Part 3)



How Safe Home, Serene Home will play out next

Transition cleaning to a wellness culture

The beauty and food industries have created a wellness culture related to their products. Comparing these industries to the household category may not be fair comparison,

but household brands have a cross-category learning opportunity to reposition wellness-focused homeware as part of a cultural shift, not just a chore.

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How Safe Home, Serene Home will play out next

Focus on the community and planet

The pandemic has brought people together as a global community. They show concern for their neighbors but are also tuning into the environmental impact of their consumerism. Homecare brands can use their elevated importance to drive pandemic-related philanthropy at the local level, while also prioritizing planetary wellness.

Don't lose sight of wellness tech trends

The future will integrate disparate technologies that drive cleaning and wellness. Over time, new devices will simultaneously drive convenience and better cleaning results, but will also take on wellness as a core benefit.

Frame household wellness as a cultural shift

One great opportunity stemming from cleaning brands becoming lifestyle brands is that wellness is itself a lifestyle. Achieving true mental and physical wellness is the result of many small changes implemented over time. Diet, exercise, meditation, and reducing exposure to toxins are all components of the wellness lifestyle.

Household brands have been slow to promote wellness culture. But the growth of green niche brands and, more recently, their acquisition by

mainstream conglomerates indicate that consumers consider cleaning products to be part of a wellness lifestyle.

Whether brands sell disinfectants or natural cleaners, now is the time to claim these offshoots of wellness because cleaning brands have consumers' attention like never before. Pandemic-related behavioral changes are the rule more than the exception. Brands should springboard off this change to define their future.

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Link to community health

Community is a pillar of Mintel's Identity Trend Driver. Community health is also a driver of personal wellness. The pandemic has bound us together as a global society and that has spawned a more holistic mindset in which the health of our neighbors impacts our wellbeing.

The focus on community is playing out in multiple ways. The pandemic has generated significant relief giving. According to Indiana University's Women's Philanthropy Institute, 56% of Americans have contributed to

COVID-19 relief efforts and for one third of households, that took the form of donations to charitable organizations.

Yet 48% directly helped their neighbors or prioritized the patronage of local businesses. The institute points out that while this community prioritization is not normally considered charitable giving, small acts of kindness have become a lifeline for many community members and businesses.

Community wellness is a philanthropic opportunity

This is where household brands have a window of opportunity to grow consumers' community engagement. Clorox latched on to the strong community theme several years before the pandemic. It's What Comes Next Project was a series of videos that showed how a clean home changes lives. The pandemic has amplified this need because more people are unable to shop and find in-home help. That's especially true for seniors and other vulnerable consumer segments.

Brands shouldn't be shy in linking to mental wellness. As more data links a clean and organized home with wellness, household brands have a right to go down this promotional road because the pandemic has made serenity harder to achieve for a significant segment of the global population.

Brands that can facilitate community support around household care activities in a way that involves their products have latitude to alleviate the psychological stress that comes from extended isolation.

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Link household wellness to planetary wellness

From a claims standpoint, household products support wellness by killing germs that would harm us or reducing exposure to harsh chemicals. But consumers are thinking more holistically. The pandemic has increased our concern for the planet alongside our fear of germs on our countertops and doorknobs.

Our homes and lifestyles are part of a broader ecosystem. Consumers don't want a clean kitchen at the expense of clean air and water. We're more connected than ever before, so as eco-friendly homecare becomes a mainstream endeavor, there's an opportunity to grow consumer engagement by connecting personal and global wellness.

IN THE US

68%

of household product buyers consider it important to limit their impact on the environment when cleaning their home

Base: US: 1,939 internet users aged 18+ who have purchased household products in the last 12 months
Source: Lightspeed/Mintel

Focus on empowerment; consumers are taking charge

A new level of consumer empowerment will emerge from the ashes of the COVID-19 pandemic. Wellness will be integrated into more tasks and technologies, and brands have an opportunity to be the enablers of this movement. This is especially relevant in the household care space because the home has started to transition from a place of isolation into a place that is both personally and culturally enriching.

We will embrace the opportunity to participate in society, fully and in person. But we won't return to pre-pandemic bad habits. For example, we've invested in the products and learning to become better home chefs. We'll savor the opportunity to again eat in restaurants, but it will have less impact on our diet because we've experienced the benefits that come from greater control over what we cook and eat. Brands mustn't forget that our isolation has taught us what's truly important in life because consumers have resolved not to forget this lesson.

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Cleaning apps help formalize the routine

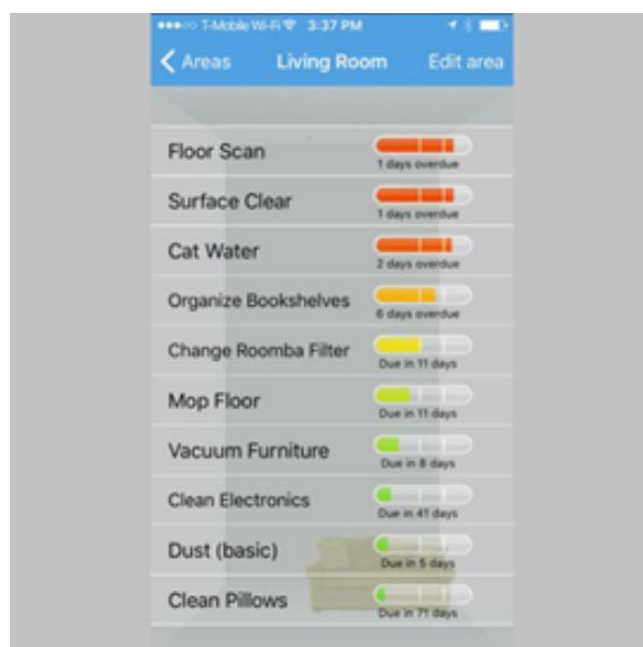
Apps that track and report on sleep, diet, and exercise are becoming more prevalent. As cleaning becomes a component of the wellness lifestyle, data-driven tools that track chores, monitor germs, and even track caloric expenditure during homeware will routinize this work and solidify its status as a wellness activity.

For household care brands, this suggests a host of partnership opportunities that will forge stronger

links between homeware and wellness. Beyond cleaning-specific apps like Tody, building cleaning components into exercise apps like Fitbit or mental meditation apps like Calm takes cleaning brands further into this new frontier. Even music streaming tools like Spotify have teamed up with cleaning brands for cleaning playlists that help transform a chore into a wellness routine. This points to growth potential during the pandemic and beyond.

Profit from the sleep economy

Sleep is also a critical aspect of physical and mental health; going without is one of the best ways to challenge our sanity. This is why the global sleep economy is worth \$432 billion and is forecast to reach \$585 billion by 2024. Drugs, supplements, wearable devices, and even Cannabidiol (CBD) oil are fast-growing sleep aids. Hotels compete on the promise of a better night's sleep and how they deliver on that promise can make or break a guesthouse.



Tody is an app that tracks chores, their frequency and who does them

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SCAN ME



Looking ahead: high-tech cleaning tools will enhance wellness

Another component of wellness will involve a move into multi-functional technologies that also keep us well. UV light is one example. It has been shown to kill numerous microorganisms, including COVID-19. But UV light therapy is also a proven way to enhance our mood.

Because of the similarity between UV light tools for sanitizing and to enhance mood, Mintel foresees a future where multitasking products that meld healthful benefits into the cleaning routine will drive a new paradigm of smart products that care for our homes while improving our wellbeing.



Cleansbot claims to be the first UV sanitizing robotic vacuum

DTI –EMB recommends

Due to the COVID-19 pandemic, consumers are now keeping their homes safe and clean.

PH exporters should make this an advantage especially if their ventures are focused on cleaning and household products.



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