

IN THE HOUSE

5 Key Trends Defining the Household Care Products Sector



Deal, or No Deal?

Deals - particularly every day low price and larger sized products - are a very important factor to household care product shoppers. 91 percent use at least one deal tactic regularly, while 65 percent report using three or more regularly.



Online Not Mainstream

At 9% of transactions, share development for eComm in Household outpaces most other CPG sectors, but it still has a long way to go.



Large Households = Heaviest Buyers

Households of 5+ members, and those with kids, buy the most products. Hispanic and African American consumers also reported being heavy buyers.



Organics Carve a Niche

While potentially making an impact on sustainability and eliminating harmful chemicals, organic products are only purchased regularly by about 9 percent of consumers.



Household Products are a Bellwether for CPG Industry

The \$75 billion household care products market showcases many macro dynamics of the CPG industry as a whole, including the fate of mass market vs. alternative channels, the impact of a diverse population on retail, and the long-term viability of organics as a meaningful presence in the mass market.

TABS Analytics

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Source: TABS Analytics 2017 Household Care Study.
1,000 individuals age 18 or older in the U.S., surveyed on purchases of household care products in 15 categories: toilet paper, laundry detergent, paper towels, garbage bags, household cleaners, dish soap, facial tissue, air fresheners, fabric softeners, bleach, dishwasher detergent, mops/brooms, paper napkins, disposable tableware and floor-cleaning sheets.