

In 2019, the global  
**HOUSEHOLD CLEANING PRODUCT MARKET**  
reached **\$212BN** with a growth of **5% PER YEAR**

**RAPID GROWTH DUE TO:**

- Consumer shift towards natural and clean-labelled, eco-friendly products (away from perceptions of harsh chemicals)
- Reduction in non-biodegradable waste, particularly plastics
- Less time on domestic housework
  - More time on leisure activities
  - Rising incomes



**TECHNOLOGY OF PRODUCT FORMULATIONS**

- Detergents & surfactants
- Water softeners
- Bleaches & enzymes
- Polymers (fillers)
- Foaming agents
- Colour & fluorescence additives
- Fragrances
- Antibacterials & preservatives

**AIR FRESHENERS**

Global \$13.3bn  
UK £340m

**POWDER DETERGENTS**

Global \$11.1bn  
UK £286m

**LIQUID DETERGENTS**

Global \$26.1bn  
UK £667m

**POLISHES**

Global \$3.7bn  
UK £95m

**DETERGENT TABLETS**

Global \$9.6bn  
UK £245m

**MANUAL DISHWASHING**

Global \$9.6bn  
UK £245m

**TOILET CARE**

Global \$10.1bn  
UK £259m

**LAUNDRY AIDS**

Global \$14.9bn  
UK £381m

**FABRIC CONDITIONERS**

Global \$13.8bn  
UK £354m

**HOME INSECTICIDES**

Global \$4.8bn  
UK £122m

**SURFACE CARE**

Global \$24.5bn  
UK £626m

**AUTOMATIC DISHWASHING**

Global \$14.9bn  
UK £381m

