

# Household Cleaning Products USA 2010

**36th Edition**

**Data Released 1st Quarter 2011**

**Report Published June 2011**

**Base Year: 2010**

A comprehensive analysis of the U.S. market for household cleaning products, focusing on key trends, developments, challenges, and business opportunities, and addressing such issues as:

- Industry trends
- Market size and shares
- Company and brand sales
- New product activity
- Retail distribution
- Five-year forecasts

## Report Scope

*Household Cleaning Products USA* is considered the authoritative source of information on the household cleaning products industry. It contains market size and share data, retail sales, channel breakdowns, trends, and forecasts for 22 major product categories; detailed profiles of 14 leading marketers; and podcasts covering new products and corporate developments.

This report focuses solely on products sold through domestic consumer outlets in the United States. Market data refers exclusively to sales through these channels. Imports and mail-order sales are included, but sales to institutions, including hospitals and nursing homes, the military, and exports, are excluded.

## Key Benefits

Kline & Company has been serving the household cleaning products industry for over 50 years. *Household Cleaning Products USA* is a detailed assessment of household cleaning products and the players who market them.

Benefits for subscribers are summarized below:

- Assess category and product trends
- Identify acquisition and alliance partners
- Capitalize on consumer trends
- Develop market-entry strategies
- Efficiently allocate financial, marketing, and manufacturing resources
- Develop competitive strategies for increased market share
- Understand industry dynamics, including:
  - Key competitors and market strategies
  - Channels of distribution
  - Key factors for success
  - Product trends
  - Promotional strategies
  - New product activity
  - Emerging and niche brands
  - Five-year forecasts

*Household Cleaning Products USA* is available through a Web-based format for easy access anywhere throughout the world. Subscribers have unlimited access to the report contents via a sophisticated but easy-to-use database.

# Household Cleaning Products USA 2010

## Report Contents

### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

An executive briefing covering developments in 2010, the impact of key trends and issues in the household cleaning products business, and their future implications for industry participants.

### 3. INDUSTRY ANALYSIS

A summary of industry developments in 2010 and a five-year forecast.

- Market overview
- Companies
- Selling and distribution
- Private-label activity
- Profitability
- Advertising and promotion
- Outlook to 2015

### 4. THE PRODUCTS

Pertinent information and insightful analysis of 22 major categories, including category trends and developments; manufacturers' 2010 sales; sales and market shares for leading brands; new product activity; sales by retail channel; private-label sales; promotional activity; and outlook to 2015. The product categories covered are shown in Table 1.

### 5. MAJOR COMPANIES

Profiles for 14 major companies, including company activities; sales by product category and brand in 2010, and related analysis; recent developments including acquisitions and new products; promotions; corporate overview; and outlook to 2015. The major companies covered are shown in Table 2.

### 6. MINOR COMPANIES

Brief profiles of about 75 smaller marketers of household cleaning products. Profiles included descriptions of companies' business, location, sales for 2009 and 2010, major brands, new product activity, distribution and spending, and future outlook.

### 7. ADVERTISING

Media spending for 2010 is provided for each of the product categories and major companies.

Table 1  
Product Categories Covered

#### Deodorizers and Disinfectants

- Air fresheners
- Carpet deodorizers
- Disinfectants

#### Dish Care Products

- Automatic dishwasher detergents and rinse aids
- Light-duty liquid detergents]

#### Laundry Care Products

- Bleaches and laundry boosters
- Fabric softeners
- Fine-fabric washes
- Laundry detergents
- Prewash stain removers
- Other laundry care products

#### Multipurpose and Specialty Cleaners

- All-purpose cleaners
- Bathroom cleaners and mildew removers
- Drain cleaners
- Fabric treatments
- Glass cleaners
- Rug and upholstery cleaners
- Scouring cleansers
- Toilet bowl cleaners
- Other multipurpose and specialty cleaners

#### Polishes and Waxes

- Floor care products
- Household polishes and dusting aids

Table 2  
Major Companies Covered



## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts will conduct approximately 50 in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including household cleaning products companies, retailers, suppliers, and industry associations on brand and supplier purchase decisions.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research comprises the vast majority of the overall research methodology for this report.

In addition, this analysis is supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire consumer products industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

### North America

+1-973-435-3407

### Latin America

+55-11-3079-0792

### Europe

+32-2-770-4740

### Japan

+81-3-3242-6277

### Asia

+86-21-6876-8600

### India

+91-124-4546-100

### Recently published or in-progress research for the Consumer Products industry includes:

- Cosmetics & Toiletries
- Home Fragrances
- Green Cleaning: A Significant Element of Environmentally Sustainable Solutions
- New Trends in Consumer Packaging
- Consumer Insights of Personal Care Innovations
- Professional Skin Care
- Janitorial and Housekeeping Cleaning Products