

# Green Cleaning Products:

## A Significant Element of Environmentally Sustainable Solutions

This report examines the market for green cleaning products in the United States, both for the household and away-from-home arenas. It addresses green cleaning within the broader context of environmental sustainability and explores current market dynamics. It identifies key issues for companies to contemplate, whether they are entering the cleaning and maintenance products business or attempting to invigorate current sustainability programs.

The primary emphasis of this report is cleaning chemicals, but the subject matter addresses the broader business of cleaning and maintenance products, including paper, plastic, and cleaning equipment.

For marketers of consumer and commercial cleaning products, this is a new era of sustainability. Cleaning companies must prepare for heightened consumer and user awareness regarding environmental sustainability and the implications that their products and services present to the future good of the planet. Sustainability is not a fad; it is a new imperative that will itself carry on into the future.

### Why Buy this Report?

- To identify the key trends and opportunities in this emerging product sector
- To view green cleaning within the broader context of environmental sustainability
- To benchmark current efforts relative to industry standards and market expectations
- To examine industry players within the context of aligning with channel partners that share a commitment to marketing eco-friendly products and systems and promoting sustainability

### Topics Covered

#### Kline Insights and Keys to Success

As with all Kline FlashPoint reports, the Kline Insights report section is the product of deliberation from an international team of experts and includes an opportunity assessment, keys to success, and Kline's viewpoint and recommendations.

#### Market Dynamics

The report explores channel leadership, including the potent influence of Wal-Mart, household and away-from-home initiatives related to green cleaning and other elements of sustainability initiatives, and the role and influence of advocacy groups and associations.

#### Acquisition Opportunities

While industry participants can build and sustain eco-friendly cultures on an internal basis, acquisitions of companies that have embraced sustainability have the potential to infuse organizations with a greater commitment to and awareness of green cleaning.

#### Substitute Products and Sustainability

Companies in an industry may compete against substitute products or services that typically perform the same function, and this can impact industry profitability and sales.

#### Promoting Sustainability and Quantifying the Benefits of Green Cleaning

Proactive companies don't just market eco-friendly products and services and implement environmentally friendly manufacturing practices. These firms also exhibit channel leadership, promoting greener processes and educating end users.

Each report in the [Kline FlashPoint Series](#) explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

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