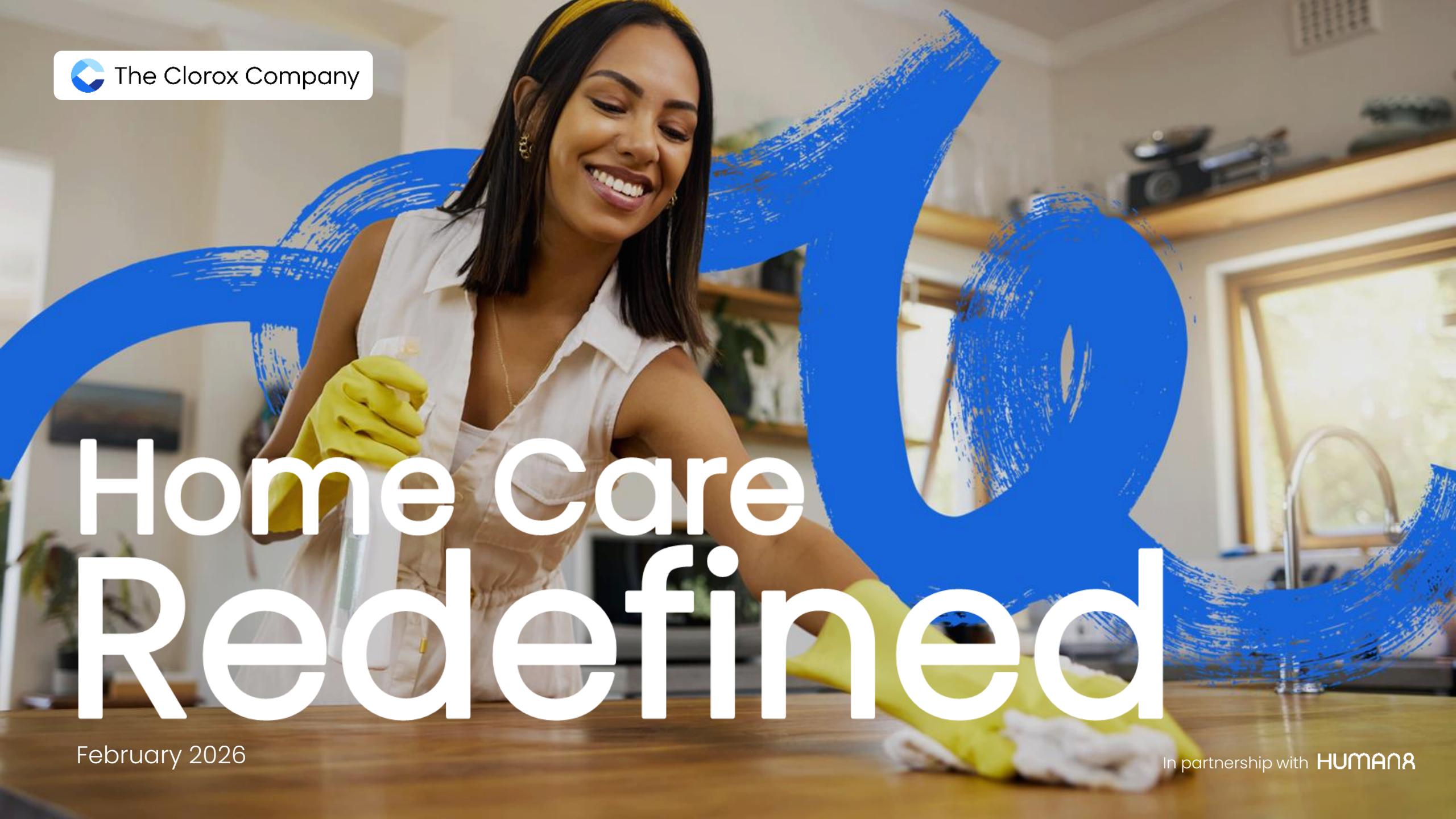




The Clorox Company

A woman with dark hair, wearing a white sleeveless top and yellow rubber gloves, is smiling and holding a spray bottle of cleaning solution. She is in a kitchen setting with a wooden counter and a sink in the background. A large, stylized blue brushstroke graphic sweeps across the image, partially obscuring the woman and the text.

Home Care Redefined

February 2026

In partnership with **HUMAN8**

What's inside

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Learn More

Background

In recent years, life at home is changing. Consumers aren't just spending more time at home, what they're doing with that time and how they view it is also shifting.

- People are spending more time creating a thriving home environment.
- The role of home in personal wellbeing is expanding and elevating in importance.
- In a volatile world, home has become a sanctuary where joy and comfort are appreciated in small, meaningful moments.
- Consumers seek convenience – faster, easier ways of accomplishing their everyday tasks.

At Clorox, we champion people to be well and thrive every single day. We're obsessed with how people live their home lives today – and what they want from the future. By learning how people care for their spaces, we create products and experiences that meet their needs and enhance their lives.

See what's redefining home care now and what's ahead.



Time at home is changing, and home care is changing with it



Time

As people spend more time at home, home care is shifting from a necessary chore to an act of care.

People are more engaged with tasks like cleaning, not just for the results, but **because they find the process itself enjoyable.**

Home care is becoming more expansive, meaning more:

- *In-the-flow*
Integrating tasks into daily life
- *Emotional*
Tasks have emotional benefits, and they're evolving as emotional tools
- *Sensorially rich*
Savoring sensory payoffs of home care tasks, not just outcomes



Wellness

Americans are increasingly aware of how environmental factors – in and out of the home – influence their health. **They're being proactive about ways to help maintain, protect, and improve their health.**

Existing products cover germ control and hygiene, but people also want better control over allergens, mold, and air/water pollutants – while being mindful of product ingredients.

People are viewing their health more holistically – including placing a premium on mental health and wellbeing. This shift means home care motivations are no longer strictly functional – they're emotional and social.

Social media is nurturing this evolution – helping people rethink home care and reclaim it, in ways that work for them.



Convenience

Like time at home, the idea of convenience is evolving – no longer just about "faster," it's about ease and freedom.

People are customizing life to make things easier – and create time for what they love.

They're choosing multi-purpose products to tackle more jobs and remove guesswork. And product layering is growing, as both a functional hack and a personalized expression.

Obstacles to in-the-flow home care are becoming more troublesome:

- Laundry is a persistent traffic jam – taking too long, and delivering too little
- Parents and pet owners have unique needs and barriers that disrupt their ability to stay in flow





Time at Home

Now

Americans are spending more time at home, forming new habits and pastime preferences

How are they spending that extra time?



Time and frequency of cleaning have both gone up

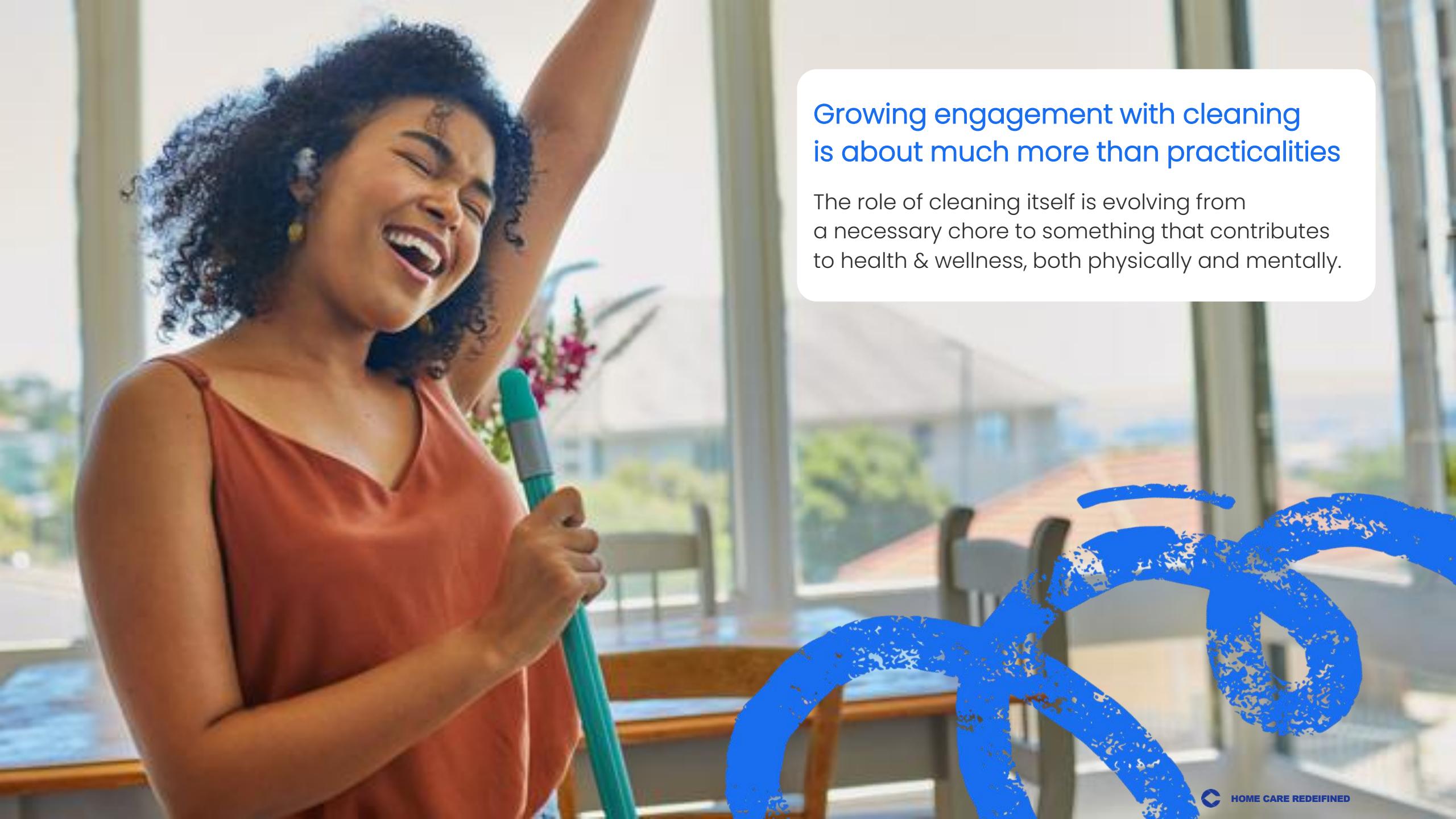
5.6 hours per week
(up from 5.0 in 2016)

Where does this extra time come from? Technology saves precious hours by enabling people to work and shop remotely, cutting out 10% of commute time compared to 2019.

An increased focus on cleaning makes sense practically

More time at home means people are making more messes and those messes loom larger.

Sources: American Time At Home Survey

A woman with curly hair, wearing a red tank top, is laughing heartily while mopping a floor. She is holding a green mop with a teal handle. The background shows a bright room with large windows and a view of a building and greenery. A large, stylized blue 'AND' symbol is overlaid on the bottom right of the image.

Growing engagement with cleaning is about much more than practicalities

The role of cleaning itself is evolving from a necessary chore to something that contributes to health & wellness, both physically and mentally.



Now

People aren't just cleaning their homes – they're optimizing their home experience

Households are making cleaning work for them – and their lives

Instead of the traditional weekend deep clean, people are shifting to in-the-flow cleaning – incorporating cleaning into their everyday routines. Working from home and flexible schedules have created more micro-moments for home care tasks.

Cleaning more frequently and in shorter bursts keeps their tasks – and their home – more manageable and enjoyable. That means more payoffs (functional and emotional), more often.

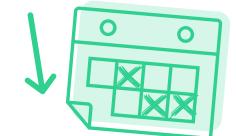
In-the-flow

is now the
#1 type of cleaning



Cleaning occasions increased by
2 more
per month
(vs. 2016)

Deep cleaning
decreased by 1 occasion per month



What triggers in-the-flow cleaning?

Unexpected messes, finishing cooking, noticing a dirty floor, or feeling that a surface is sticky or grimy.

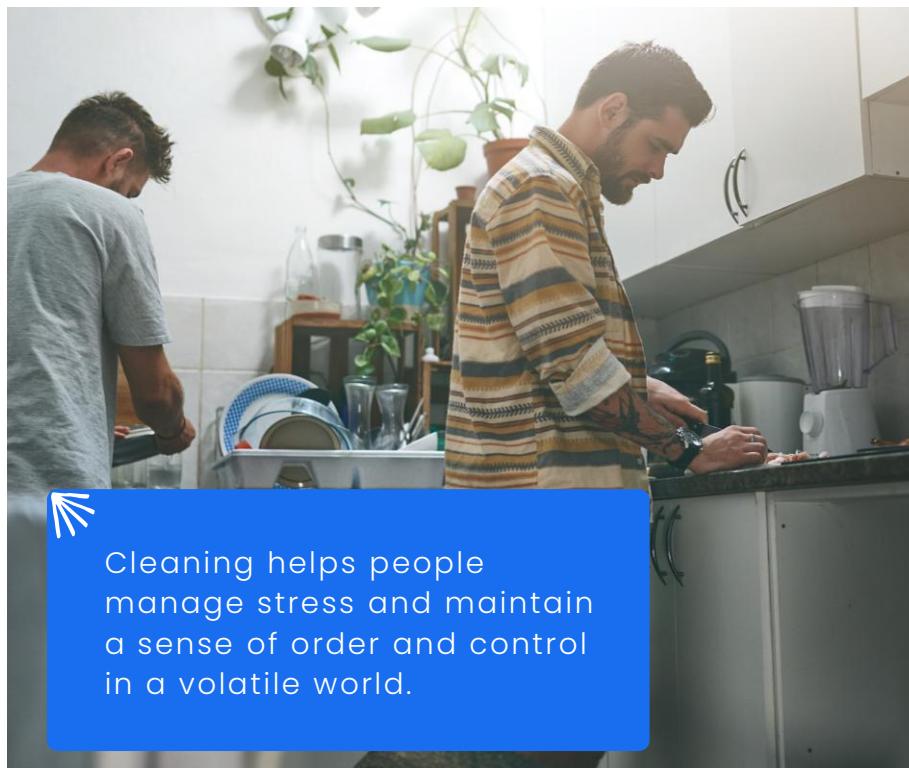
What are the most popular products for in-the-flow cleaning?

Multi-purpose sprays (76% of households), wipes (64%), bathroom cleaners (64%), glass cleaning sprays (63%), mopping and sweeping tools (50%), dish soap (28%)

Today, cleaning is self-care

No longer just a chore or necessity – cleaning is a powerful form of self-care

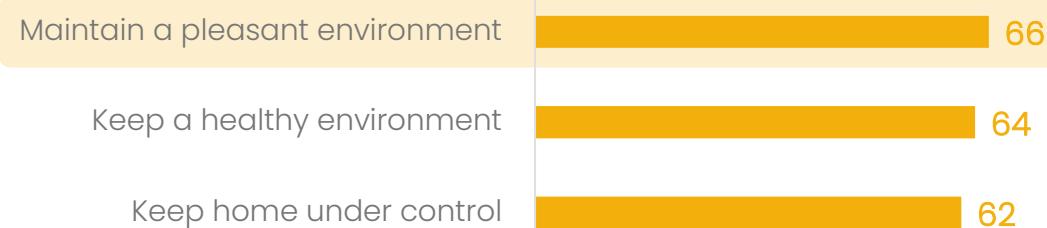
This is a significant shift in how Americans view cleaning. It's no longer just about functional outcomes like removing stains or disinfecting. Social and emotional factors are now top reasons people clean.



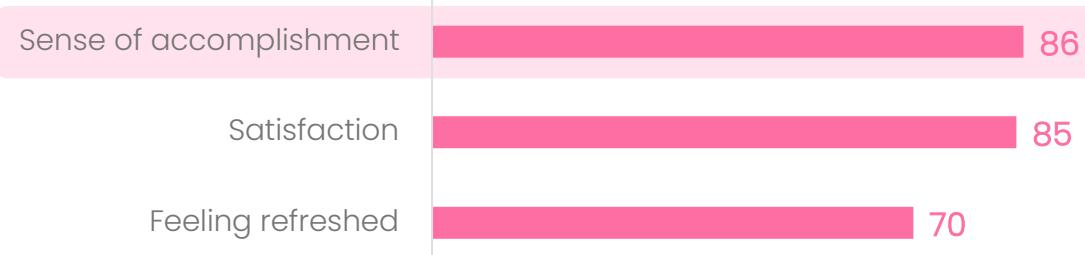
Why do people begin cleaning and how do they feel afterward?

For the first time, emotional and social outcomes are on par with – or even more important – than functional ones.

Top emotional triggers (%)



Top emotional outcomes (%)



These feelings are up 13 points vs. 2016, showing that people increasingly view cleaning as a way to boost their mood and confidence.

Now

People are now both more aware and more in control of their entire home environment



This means they're becoming invested in areas they may have overlooked before.

Water

There are many reasons people care about water quality:¹

- 1 Remove harmful contaminants (57%)
- 2 Improve taste (55%)
- 3 Save money on bottled water (41%)
- 4 Reduce plastic waste from bottled water (40%)
- 5 Protect appliances, fixtures (30%)



79%

of Americans express concerns about "forever chemicals" in their water¹

Air

Advances in technology have made household air quality easier to manage.

Top reasons to seek air purification:¹

- 1 Manage respiratory health (52%)
- 2 Reduce odors (47%)
- 3 Someone in the home has a chronic respiratory issue, so allergen removal is a priority (26%)



89%

clean the air in their home at least weekly, primarily with aerosol products²

Trash

More time at home means consumers generate more trash – and more odors.

Consumers seek garbage bags that are:³

- ✓ Durable, don't rip, tear (70%)
- ✓ Leak-proof (67%)
- ✓ Easy to pull out when full (58%)
- ✓ Easy to close (51%)
- ✓ Flexible to hold more (47%)
- ✓ Eliminates odors (41%)



Products like garbage bags are used in tandem with cleaning products to keep trash-adjacent areas sanitized, visually clean, and smelling fresh²

blueair



Now

Consumers are now thinking about the air at home, beyond scent

In the past, people had two reasons to think about the air at home: unpleasant odors and creating a pleasant scent.

But as people look at their health more holistically, they're better understanding the impact air can have on their health and wellbeing.



People know how air quality affects them:

81% report **negative symptoms at home**

65% have **sleep disruption** from air quality

60% experience **airborne allergies**

Pollen season is one whole month longer than 30 years ago



Symptoms are a big motivation for home care products – especially for allergy sufferers:

90% use **air freshener more than 1x/week**
45% using daily

86% use **disinfecting aerosols/mists more than 1x/week**

As home care shifts to encompass physical and mental health, people will increasingly look for products to deliver cleaner air, odor elimination, and scent experiences that improve mood and wellness.

Now

Across cohorts,
Gen Z most
looks forward
to cleaning
and is content
to do less, while
parents and
pet owners
clean more



Gen Z

More likely to **clean when they have a free moment** than see cleaning as a routine activity



Much more likely to **look forward to their cleaning moments**

49% vs. 18% for older consumers

More likely to think a little goes a long way – wiping down surfaces and vacuuming is good enough for 41% (vs. 9% for older consumers)

Restoring order is a uniquely important motivator

Like fruity and tropical scents

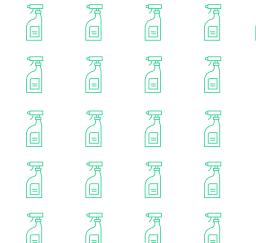
Like to experiment with new products and solutions



Parents

Clean more than non-parents

Use a wider range of products; they average



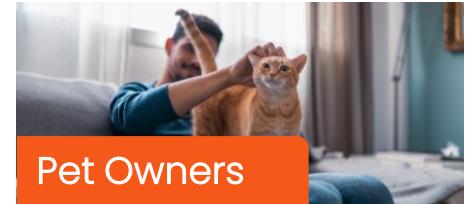
~21

cleaning products

Nearly half say **teaching kids responsibility** is one of their cleaning objectives



Duty to family/Making them happy is a unique cleaning motivator



Pet Owners

Clean floors more frequently than those without pets



More likely to use **mopping systems, carpet cleaners, and sanitizing sprays (air and surface)**

Removing pet hair is a unique pain point



More likely to gravitate to citrus, floral, and outdoor-inspired scents to manage pet-related odors

Now

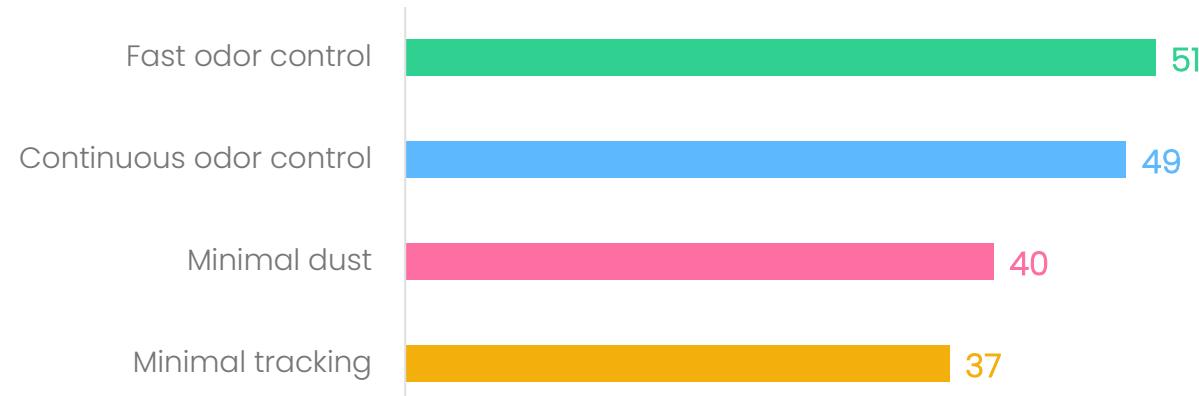
As Americans invest more into health & wellness at home, this increasingly includes furry family members

More time at home means more people have pets...and they have more pets

Investing more into personal care includes pets, who are increasingly seen as full family members with diverse needs.

Pet-focused health and wellness products

Litter needs for cat parents include: (%)¹



Pet messes and odor are top cleaning and laundry challenges²

- #1 Soil/Stain: pet hair
- #1 Laundry odor: dog/cat smell

- Odor-removing detergents** are top items for pet-related laundry loads



 The population of domestic cats in the United States is over 74 million³

Not only more pets, but more time with pets: since 2019, time spent with pets has increased by 25%.⁴





Next

Home care is becoming more in-the-flow, more emotional, and more sensorially rich

✓ **Smaller tasks, bigger rewards**

People will continue to move from scheduled and structured chores toward more frequent, light, and responsive home care, enabled by products that are convenient and designed to be always on-hand.

✓ **Multi-purpose and versatile**

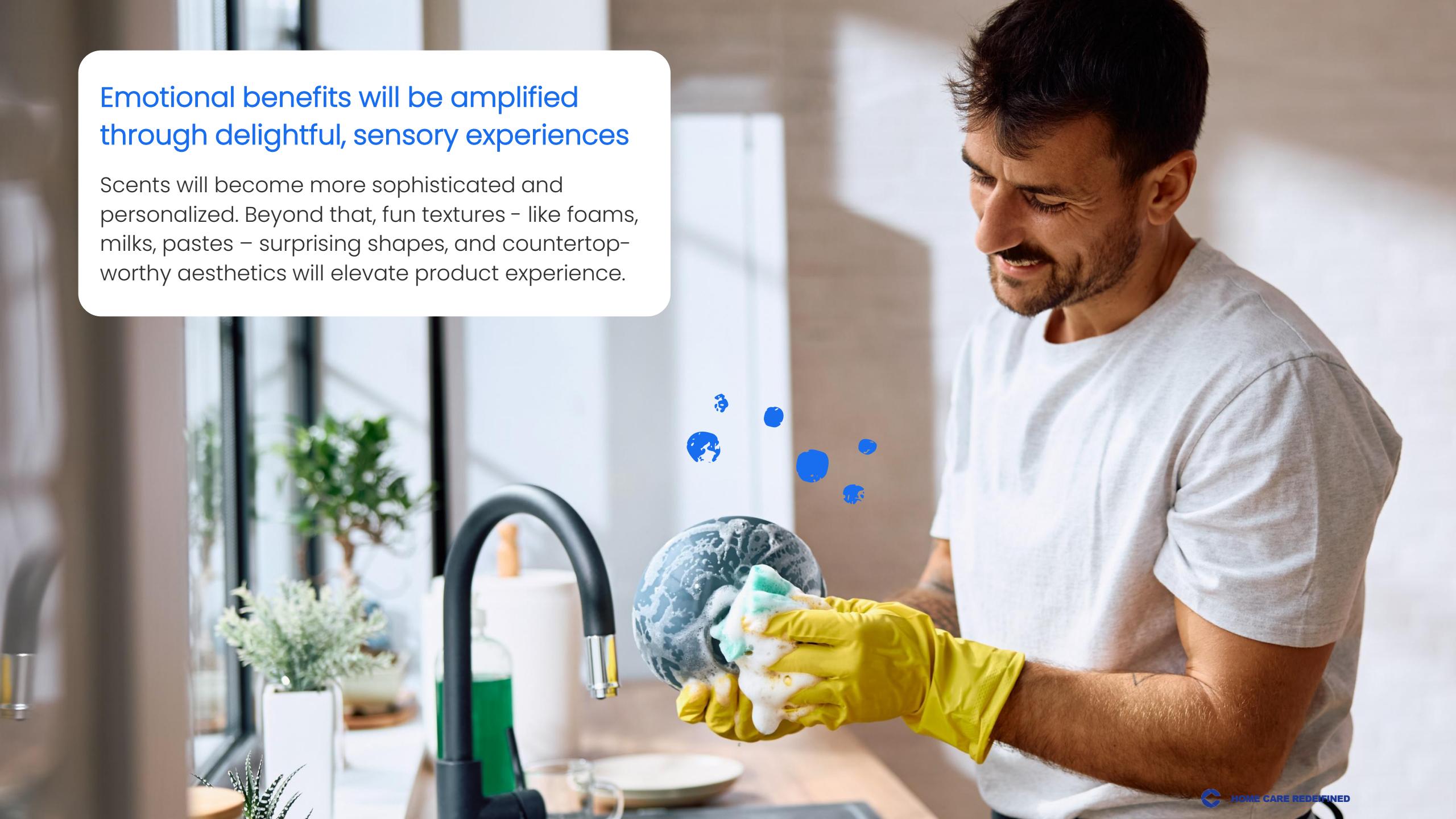
Multi-purpose sprays and wipes are already go-tos for in-the-flow cleaning. People will continue to want easy-to-use products that help throughout the home.

✓ **Easier results for tough jobs**

Consumers still experience pain points with tough jobs – like the time and effort it takes to remove difficult stains or clean stubborn surfaces like those in the bathroom. They'll welcome innovation that can cut through tough messes quickly and with less effort.

Emotional benefits will be amplified through delightful, sensory experiences

Scents will become more sophisticated and personalized. Beyond that, fun textures – like foams, milks, pastes – surprising shapes, and countertop-worthy aesthetics will elevate product experience.



Future

Home will continue to evolve along with the people in it

These shifts will impact the spaces that need care, how much time is available, who is doing home care, and the products that fit the bill.

Smaller households will value personalization, while multi-generational families will need versatile products to meet varied needs. Product sizes will need to suit a range of household configurations.

Influence of the K-Shaped Economy



As the middle class shrinks, demand for universal staples continues, along with a rising need for both premium and cost-conscious options.

Home itself

Housing shortages, affordability constraints, and lifestyle preferences are making home ownership less attainable.¹

Consumers are navigating multi-functional living, so the home space is evolving to serve as workplace, gym, entertainment, and shopping hub.

Simultaneously, the trend of “tiny homes” and smaller footprints continues. Average home sizes peaked at 2,467 ft. in 2015 and have been steadily declining, with the average being 2,146 ft. in 2024.²

As urbanization grows, consumers demand more than a place to live – they’re seeking vibrant shared spaces, exciting amenities, and stronger infrastructure to nurture thriving communities.

Household composition

The fastest-growing household type in the U.S. is single-person – 29% of American households and rising. Simultaneously, there’s a growing trend toward multi-generational living situations and living with non-family members, like roommates or chosen family.^{3,4}

Technology

As life at home continues to evolve, so will home care solutions. Adoption of technology is growing with smart speakers used in 40% of households, connected security systems in 30%, smart kitchen appliances in 23%, robotic floor cleaners in 20%.⁵ Consumers are also starting to express interest in whole-home air and water filtration and pollution-control systems.¹





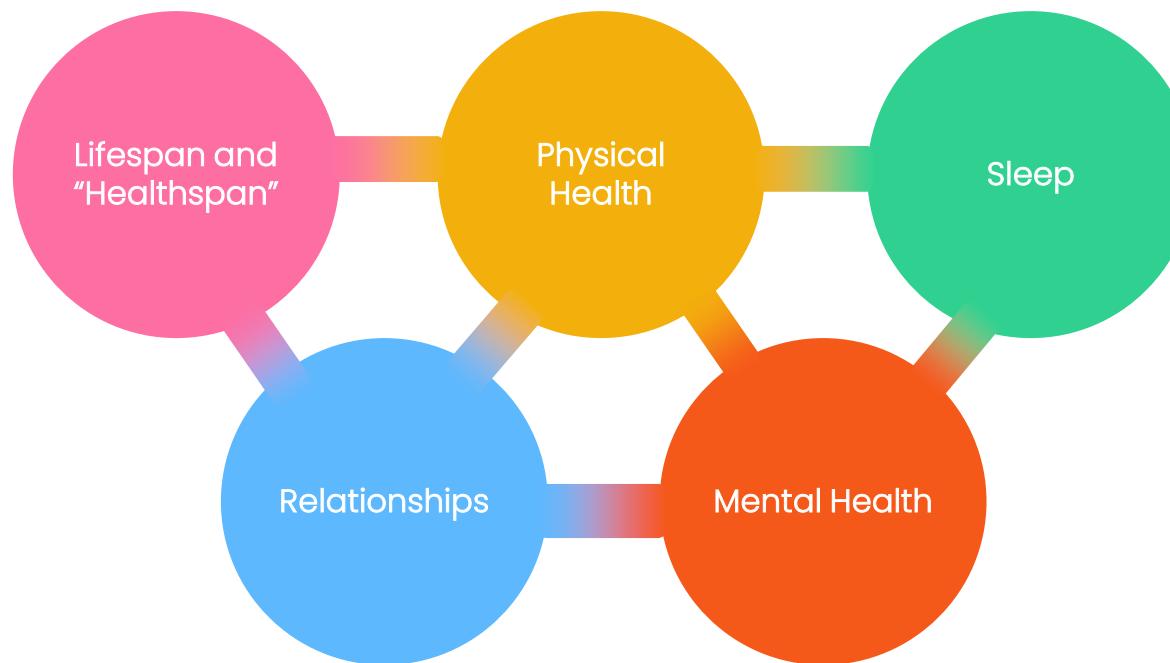
Wellness at Home

Now

As people prioritize health & wellness, their attitudes and behaviors in this space are evolving

Health is more holistic

People now view their health more holistically, including:



Instead of waiting for an issue or illness to arise, people are being more proactive to improve and protect their physical health

People are investing more time – and money – on caring for their health in different ways. Physical health continues to be a priority.

Because they're thinking more holistically, protecting their physical health goes beyond just exercise and eating well – it's becoming more interconnected with their home and broader environments.

Now

Cleaning is becoming more important to protect and proactively manage physical health at home



7 in 10

say disinfecting is
very/extremely
important

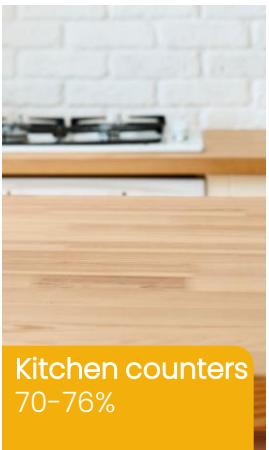
Disinfection is increasingly prioritized to maintain hygiene

Disinfection can help reduce food-borne contamination during food prep and cleanup.

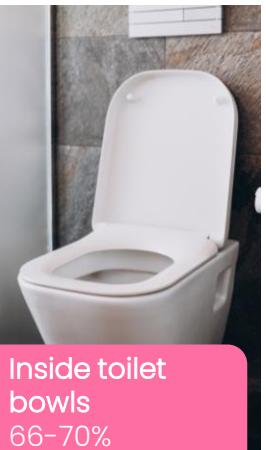
It can also help reduce germs and pathogens that cause illness, such as viruses and bacteria. It's also essential for ensuring a hygienic environment when hosting guests, both before their arrival and after.

Claims vary by product, refer to product labels for safety and usage instructions.

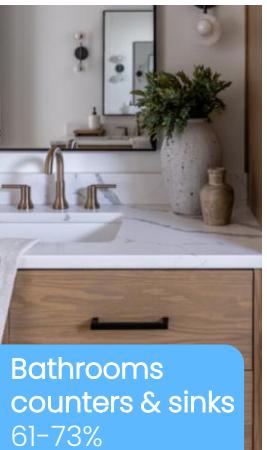
Key surfaces, most-frequently disinfected:



Kitchen counters
70-76%



Inside toilet
bowls
66-70%



Bathrooms
counters & sinks
61-73%



Doorknobs
53%



Light switches
43%



While the importance of disinfection is clear, the specifics can be confusing

Some consumers are confused about what it means for products to disinfect, sanitize, or have anti-bacterial properties and are unclear when these benefits are critical.



31%
think their
products are
disinfecting
when they're not

These consumers often rely on multipurpose sprays (71%) and general bathroom cleaners (43%).

This is an opportunity to help them find products to meet their primary needs like disinfecting, while also delivering other key benefits like convenience.

99.9%



Now

The biggest shift in cleaning isn't functional – it's emotional

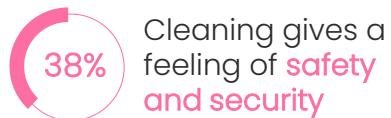
People are discovering that cleaning can be a secret weapon for their emotional health.

Cleaning is often connected to decluttering and organizing because they work together to create more calming spaces.

Decluttering reduces anxiety, improves focus, enhances feelings of calm and control, and it boosts dopamine by 47%.¹

As with cleaning, social media plays a big role in discovery and evolving mindsets around decluttering, through trends like Swedish Death Cleaning, underconsumption-core, and Body Doubling.

Cleaning supports peace of mind – reducing worries about bacteria, viruses, and illness:²



Cleaning can also give feelings of productivity and control:²



For many, self-image is wrapped up in a clean-smelling home (89-94%). They feel good about themselves when their home smells good (91-93%) and enjoy providing a welcoming atmosphere.²



Now

People are cleaning to “stay on top of things”

Clear space, clear mind

Clean and tidy spaces reduce stress and contribute positively to mental state and other wellness goals like healthy eating.^{1,2}

These experiences are shifting perceptions of cleaning away from being a chore to being a tool for wellbeing

The benefits of cleaning go far beyond the final outcomes.

People are discovering the actual process of cleaning can make them feel better.

In a world that feels increasingly fast-paced and outside their control, people want ways to control their environment.

Cleaning – quite literally – feels good

Now

People are taking control and changing the narrative around the things they “have to” do

Main Character Moments

Many people are making necessary parts of life more enjoyable by thinking about them differently.

Gen Z has done this by rebranding common tasks like Girl Dinner, Mental Health Walks, and Giving the Dishes a Bath.

These small moments of joy focus on the journey and experience over just achieving a desired outcome.



They’re seeking social and emotional outcomes, not just addressing functional needs

These smaller narrative shifts mimic the shifting attitudes toward cleaning happening on a larger scale. People are making things intentional instead of obligatory, and most of all – fun.



Sources: YPulse, 2025



Now

Consumers are discovering that cleaning can feed the senses

They're reaping the benefits of tuning into the multi-sensory components of their lives – waking up to an entirely new experience of cleaning.

The sounds of cleaning are even sweeter for ASMR enthusiasts

- Feeling grime release
- Hearing cleaning agents soak in and bubble



With so many cleaning tasks and products available, the possible sensory payoffs are endless!

Scents provide a deeply personal and emotional payoff – which, for many, ties to their identity

- ✓ They feel good about themselves when home smells good (91%)
- ✓ They feel it's their job to ensure home smells clean, fresh (89%)
- ✓ They believe if home smells clean, others will notice it's clean (85%)

Citrusy scents resonate across groups and signal freshness and cleaning efficacy



Now

Social media has helped consumers discover that cleaning isn't just enjoyable, it's...oddly satisfying



Oddly satisfying sensations have introduced a whole new element to clean – entertainment

Social media spaces, like #CleanTok, let viewers feel some of that oddly satisfying visceral payoff vicariously, by watching others clean.

This content can be satisfying for its own sake and provides inspiration and instruction on cleaning products and processes.

The visual sensory element of cleaning creates a unique sensation – and thanks to social media, we have a name for it: **#OddlySatisfying**

- ✓ Products changing colors through cleaning
- ✓ Watching dirt/dirty water get washed away
- ✓ Seeing vacuum bags/filters fill up
- ✓ Clearing a “path” of clean through a dirty area
- ✓ Seeing stains vanish*

*Depending on the cleaning job, up to 64% of consumers say this is a [redacted] satisfying cue of successful cleaning



Beyond clean surfaces, people are gaining a broader awareness of how their home environment impacts their health

Allergens and mold/mildew are becoming bigger cleaning priorities.¹

Weather shifts have extended and intensified allergy seasons in many regions, making allergens a bigger concern.

1/4

of Americans suffer from **allergies**



Nearly 1/3
of consumers currently disinfect the air



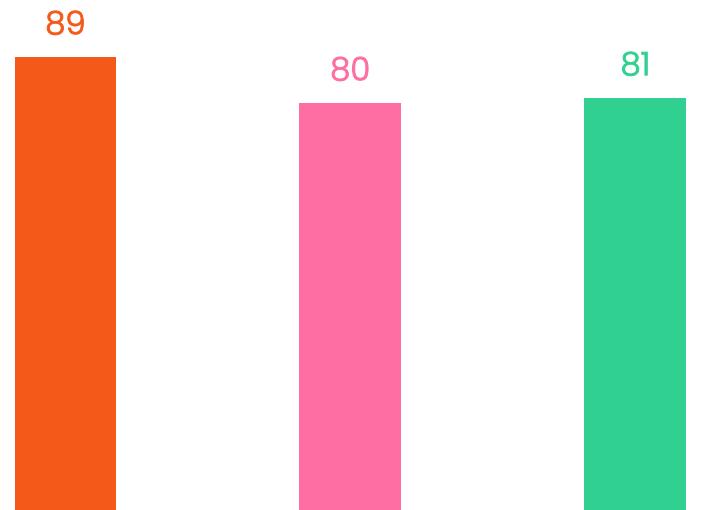
of that group,

1/4 use air sprays
in an effort to reduce allergens

Air quality is a growing focus for consumers

Technology like air purifiers and humidifiers have made air cleaning solutions more accessible as people spend more time at home.

Today, there's already high interest in innovation:²



Manage air quality at least weekly
(currently, mostly through aerosol sprays)

Filtration using nanotechnology or graphene

Air purifiers with reusable filters

The winds of change...

As consumers better understand and prioritize air quality, their goals are evolving!¹

Top goals for air cleaning jobs today:

- **60%** Neutralizing odors
- **49%** Providing a pleasant fragrance

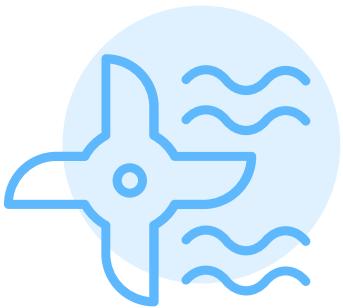


42% of consumers are already seeking disinfection in an air-cleaning product

The future of at-home air care will help people breathe easy, with air that is truly clean – not just air that passes the sniff test.

Future

As people and science better understand environmental impacts on health, we'll continue to see evolutions in how people clean and manage their health at home



Air and Water

As wildfires become more widespread and common, air quality and particulates from fires are becoming a bigger concern, affecting people states or countries away from the actual fires.

As holistic understandings of health deepen, water purification/quality will go beyond drinking water to optimize water's impact on hair, skin, and more.¹



Successful future products will leverage science to better balance consumers' holistic health objectives and concerns

As they learn, consumers are finding ways to balance their desire for more natural ingredients with the need for results – finding some cleaning jobs are better suited to natural vs. chemical solutions.

~40% believe mixing natural ingredients with synthetic ones balances efficacy and gentleness²



Some consumers are already **concerned about chemical impact and seek products with simple ingredients** for themselves and their families. Interest is growing in products safe to use around food, kids, and pets.



Convenience at Home

Consumers are looking for ways to make everyday upkeep easier

Convenience used to be about getting things *faster*

But it's evolving to help consumers prioritize where and *how* they spend their time. Now convenience is about making tasks *easier*, yes, but also more *enjoyable*.

Outsourcing tasks helps consumers "buy back" precious minutes in their day:¹



35%
Use meal delivery services



17%
Have professional gardening support



14%
Pay for home cleaning



"Home base" is taking on new meaning as consumers deploy "inbounding" – having products and services come to them instead of going out

Third-party delivery is everywhere – especially for meals and groceries. About half of Americans had groceries delivered in 2024, and ~60% of U.S. households have 2-day shipping through Amazon Prime.²

People don't view product or retail experiences as in-person OR digital. They start with their homes, lives, and then seek to discover and shop for products in ways that fit – **seeing e-commerce as a fluid web they interact with differently depending on what they need at any given moment**. This is reflected in their behaviors – when shopping in person, shoppers routinely go online from their phones to check product details, prices, and deals.

Now

People seek convenience in cleaning, making the process work better for them



Multi-purpose cleaners are convenient because they provide versatility

74% prefer multi-purpose over task-specific

Multi-purpose cleaners are the most-commonly used product form and their popularity is rising.

They support easier, in-the-flow cleaning.

They're present in 75% of households, as consumers increasingly believe these cleaners are suitable for a wide range of tasks. And by effectively handling many jobs, multi-purpose cleaners help consumers stretch their dollars.

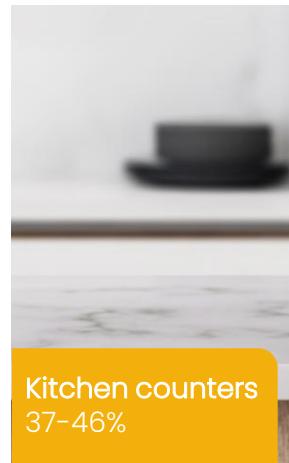
Layering is a trending behavior that lets consumers make the most of multi-purpose cleaners, without neglecting areas that need a deeper clean or additional touch



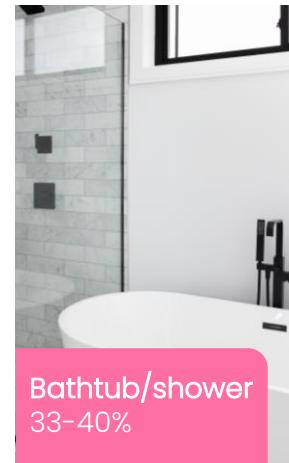
Needs

- ✓ Deeper clean
- ✓ More thorough disinfection
- ✓ Remove all soils (dirt, grease, soap scum, mildew)
- ✓ Address tougher jobs (stove tops, ovens, mold/mildew buildup, pet smells, carpet stains)

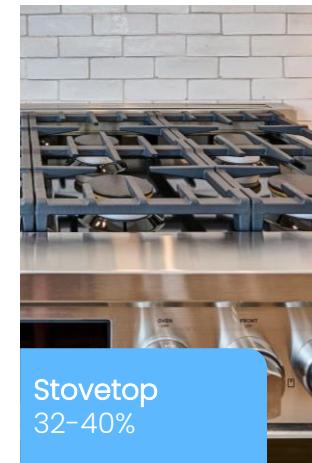
Surfaces



Kitchen counters
37-46%



Bathtub/shower
33-40%



Stovetop
32-40%



Now

Wipes are convenient cleaning all-stars, helping consumers lean into in-the-flow cleaning

Disinfecting wipes are powerhouses – easy to grab, work for many uses, plus they clean messes and disinfect

- ✓ Counter cleanup
- ✓ Food prep cleanup
- ✓ Wet and dry messes
- ✓ Removing smudges
- ✓ Disinfecting high-touch surfaces
- ✓ Appliances – inside and out
- ✓ Cleaning screens and gadgets (which gather more germs than toilet seats!)

Wipes are the perfect solution for in-the-flow cleaning and unexpected messes

They're the most-used cleaning product in key rooms like the kitchen. Innovations in compostable materials mean sustainability is no longer a trade-off. And their compact size makes them easy to store around the house and even in places outside of home like in the car – so they're always ready-to-use.

64% of households keep wipes readily available on hand

91-96% use wipes at least weekly

Especially on high-touch and visible surfaces (e.g., kitchen counters)



 Parents and pet owners are some of the most frequent users of wipes – perfect for unexpected messes!

Now

From cleaning to laundry, social media is now consumers' go-to for useful convenience hacks – and knowledge

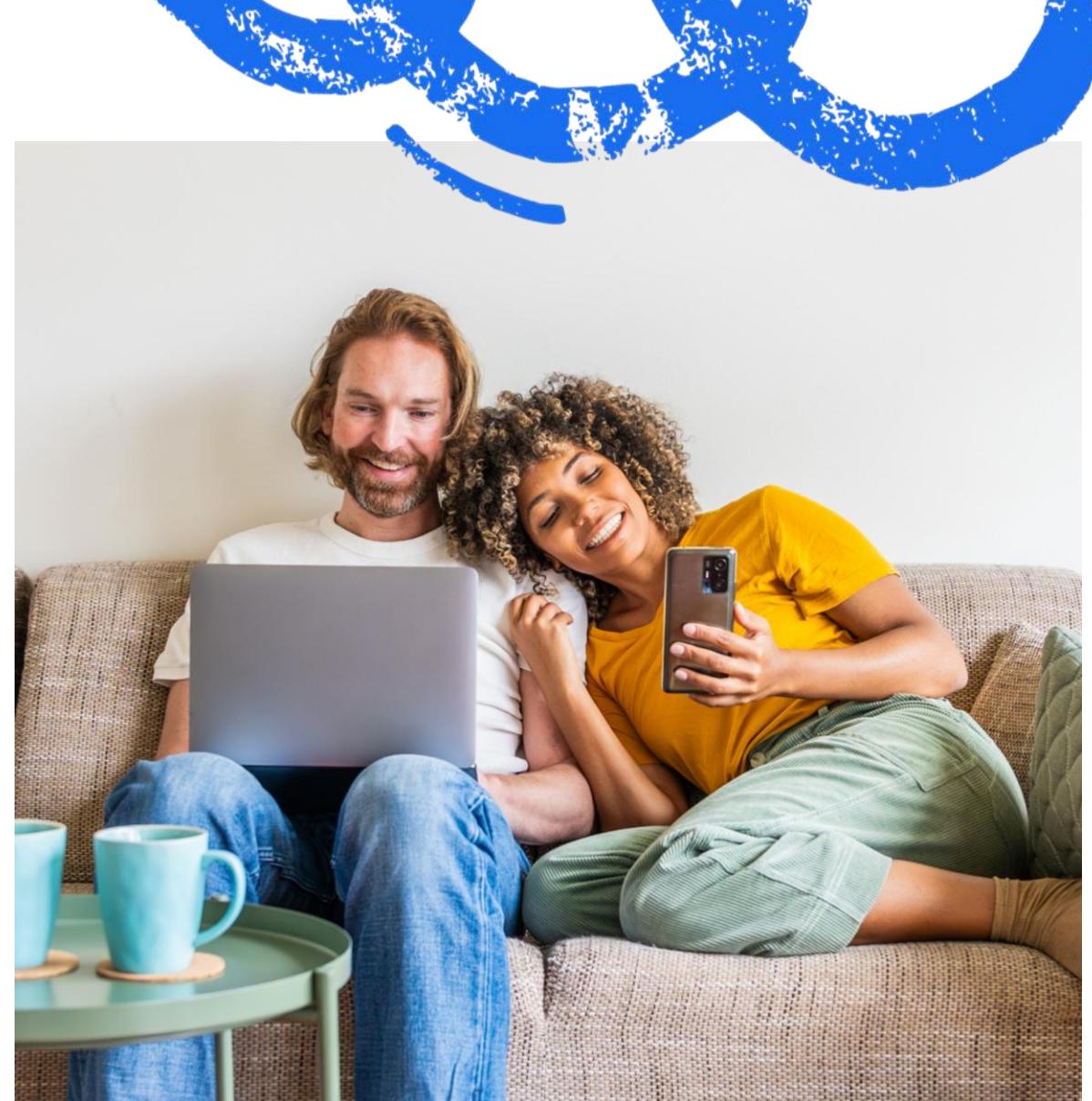
Americans used to learn cleaning habits from their parents, now, social media is their top source for knowledge and inspiration.



Digital discovery doesn't mean displays are dead

Many are still learning, and consumers are constantly evolving their cleaning routines, so in-store displays play a big role in product discovery.

44% use them to find new products



Now

People want convenience in laundry –
But trying to make laundry too convenient ends up being, paradoxically, inconvenient

For consumers, laundry is a critical extension of cleaning – they seek many of the same benefits and face similar challenges. But, despite the overlap, consumers haven't quite hacked laundry like they have cleaning.

When it comes to laundry:



only **58%** feel satisfied with their laundry outcomes

15% say outright, results aren't good enough*

*Dissatisfaction highest among younger consumers, multicultural households, parents

Like multi-purpose cleaners, many turn to detergent as a "catch-all" solution

Consumers who are using only laundry detergent for most of their needs:

- ✓ Looking to **reduce laundry costs** (34%)
- ✓ Like **simplicity/ease** of detergent-only (34%)
- ✓ Feel their laundry **isn't dirty/smelly enough** to need anything more (31%)

People are still figuring out product layering for laundry – how to use additives to get the results they want without adding to a process many already find daunting and complicated

A little over half of laundry loads include at least one additive.

Top-used additives include:



Fabric softener

Scent boosters

Stain removers

Bleach

Color-safe bleach

Laundry sanitizers



There's a trend toward consumers doing fewer loads, more mixed loads, and less sorting – which can make stain and odor management harder.

Laundry is a high-stakes job – our clothes are how we present ourselves to the world

That means the implications for getting it right are a lot bigger than convenience and can be highly emotional.



Now

People's relationship with laundry is complicated – many struggle to balance functional and emotional barriers with outcomes

Stain removal

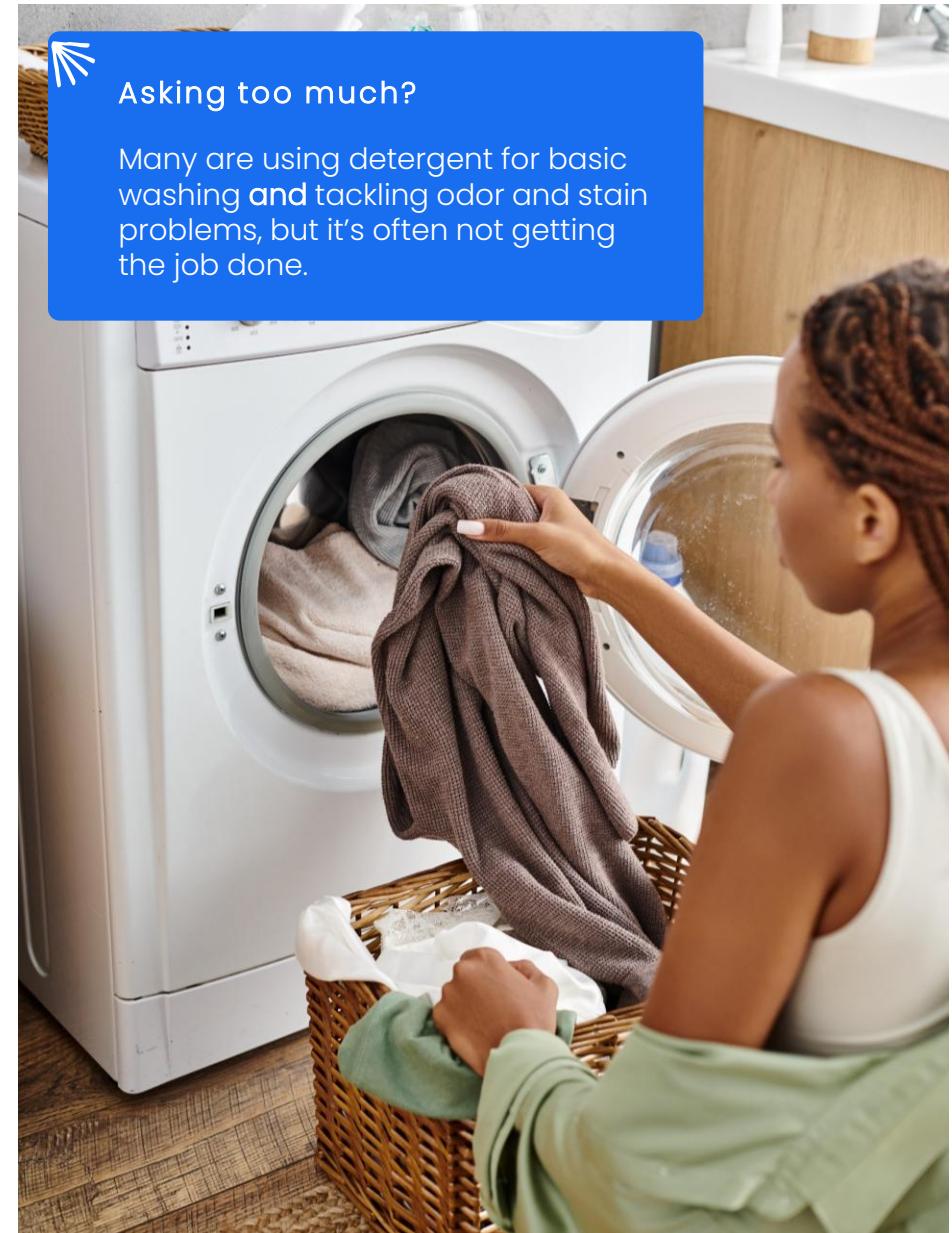
This is the top laundry job for 64%, but only 40% find it easy, suggesting results are either hard-won or disappointing.

Odor removal

Since 2020, odor removal has risen in importance and is now considered a top functional outcome. The desire to "smell my best" is the #1 social outcome associated with laundry, because scent is strongly linked to the emotional perception of cleanliness and freshness.

Whitening/Brightening

These are especially important for white-only laundry loads, as they help maintain the fabric's appearance. Preventing fading is a key piece of preserving clothing longevity, a concern for 61% of consumers – who want garments to look fresh and new for as long as possible.



Asking too much?

Many are using detergent for basic washing and tackling odor and stain problems, but it's often not getting the job done.

Now

When it comes to managing household tasks in-the-flow, laundry is a consistent – and frustrating – traffic jam



Functional Barriers

Laundry consistently creates a log-jam, because it's an unavoidably multi-step process – one that often requires significant chunks of time and attention.



Exactly what is so dissatisfying about the laundry process?

Among the top 5 pain points:

- × The time a single load takes from start to finish
- × Number of products needed per load

Emotional Costs

To make things harder, laundry doesn't provide the real-time satisfaction household cleaning can. Lack of interim payoff makes laundry feel more tedious – and makes the stakes of the end results that much higher.

When consumers take shortcuts to make the process more convenient, they often pay for it in the end. Clothes that seem less than perfectly clean and fresh can impact how people feel about themselves – and how they think others will see them.

Different consumer cohorts have additional needs and varied laundry experiences



Gen Z

Gen Z is keen on **simplicity** and **cost** when it comes to laundry:

Likely to buy their laundry products **online**

Most likely to use detergent alone. Why?

- Cost
- Simplify the process
- Feel *their* laundry is less dirty/smelly and doesn't need anything else



Parents

Parents face the **highest volume of loads and the highest complexity:**

Balancing a multitude of stains and odors with family members' – often kids' – **skin sensitivities**

Nearly half run separate kids' and adults' loads

More likely to seek out **gentle and hypoallergenic** products



Pet Owners

Most pet owners currently don't buy separate products for pet laundry needs

Cat/Dog smell is their top odor concern and **wet dog smell** is the most persistent odor



Sharing the load

Laundry remains one of the less-evenly shared household tasks with women spending **3X** more time compared to men.

But it's not just time, it's also participation: on an average day, 22% of women find themselves doing laundry, compared to 8% of men. Getting everyone to do their share is a top point of laundry dissatisfaction.

When it comes to cleaning and laundry, pet owners need more help



The need to handle pet hair, pet messes, pet odor, and disinfection makes it harder to clean in-the-flow and requires layering of products.

For pet owners, products that deliver effectiveness + great scent (and are pet-safe!) can help compensate for the extra work.

Like other consumers, pet owners show a preference for light, routine cleans and cleaning in-the-flow – but their beloved fur babies can complicate this process

Pet owners face unique cleaning challenges, with pet hair being a top cleaning task and pet odors representing a primary problem in laundry.

They're significantly more likely than those without pets to be triggered to clean by accidents, which require immediate attention. Additionally, pet owners often feel that cleaning demands considerable effort and elbow grease.

They also place greater importance on disinfecting their homes, more frequently rating it as very or extremely important, compared to non-pet owners. Pet owners are also more concerned with ensuring their homes smell pleasant and fresh.

Now

Generating trash is an inevitable part of daily life, and consumers want better solutions, especially in the kitchen

In the kitchen, people want trash to be out of sight and out of mind

Contact-less and hidden trash bins are increasingly popular.

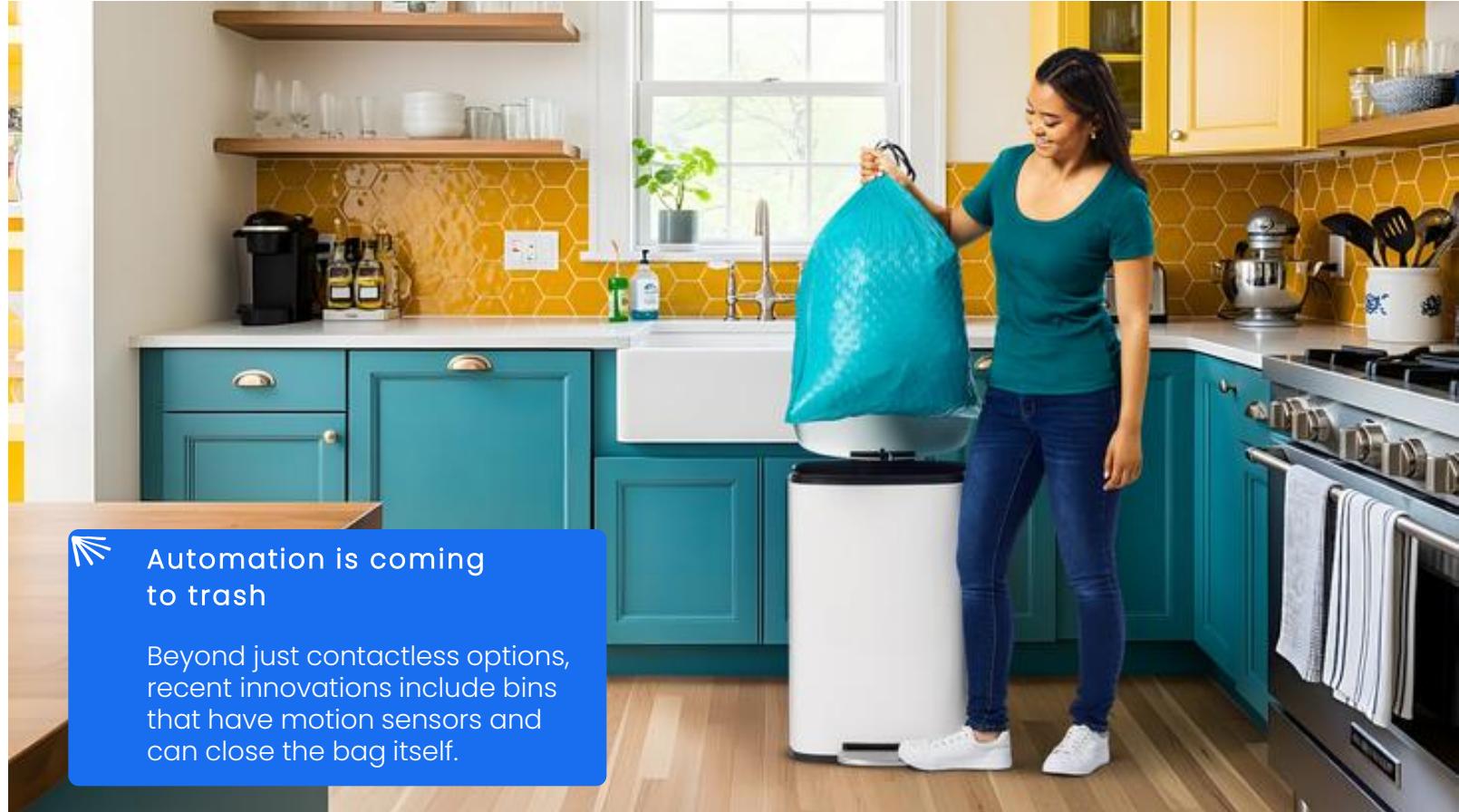
The Big Ick

Trash is known for housing unpleasant smells, textures, and liquids.

Younger consumers are more actively trying to avoid these side effects.

That means seeking trash bags that:

- ✓ Resist tearing/ripping
- ✓ Prevent leaks
- ✓ Are easy to pull out/close
- ✓ Flex to hold more
- ✓ Eliminate odors



Sources: Glad A&U, April 2024

With more time at home, people are living in closer proximity to household trash and requiring new approaches

People spend more time in their bedrooms, home offices, and on devices – meaning trash receptacles are no longer confined to the kitchen and bathroom

Consumers want a better trash disposal experience that fits their visible living spaces – and helps their home stay their sanctuary.



Consumers, especially younger ones, want solutions that don't disrupt – and, ideally, even enhance – their décor.

47% stay on top of trends

21% want trash bags that match room décor

Now visible in key areas of the home, trash receptacles and liners have to deliver on design, colors, and scents.



Being mindful of how much trash we generate and how we dispose of it is a growing priority for many consumers, which will drive environmentally focused innovation.

Future

Convenience in home care will remain a moving target as needs and attitudes shift

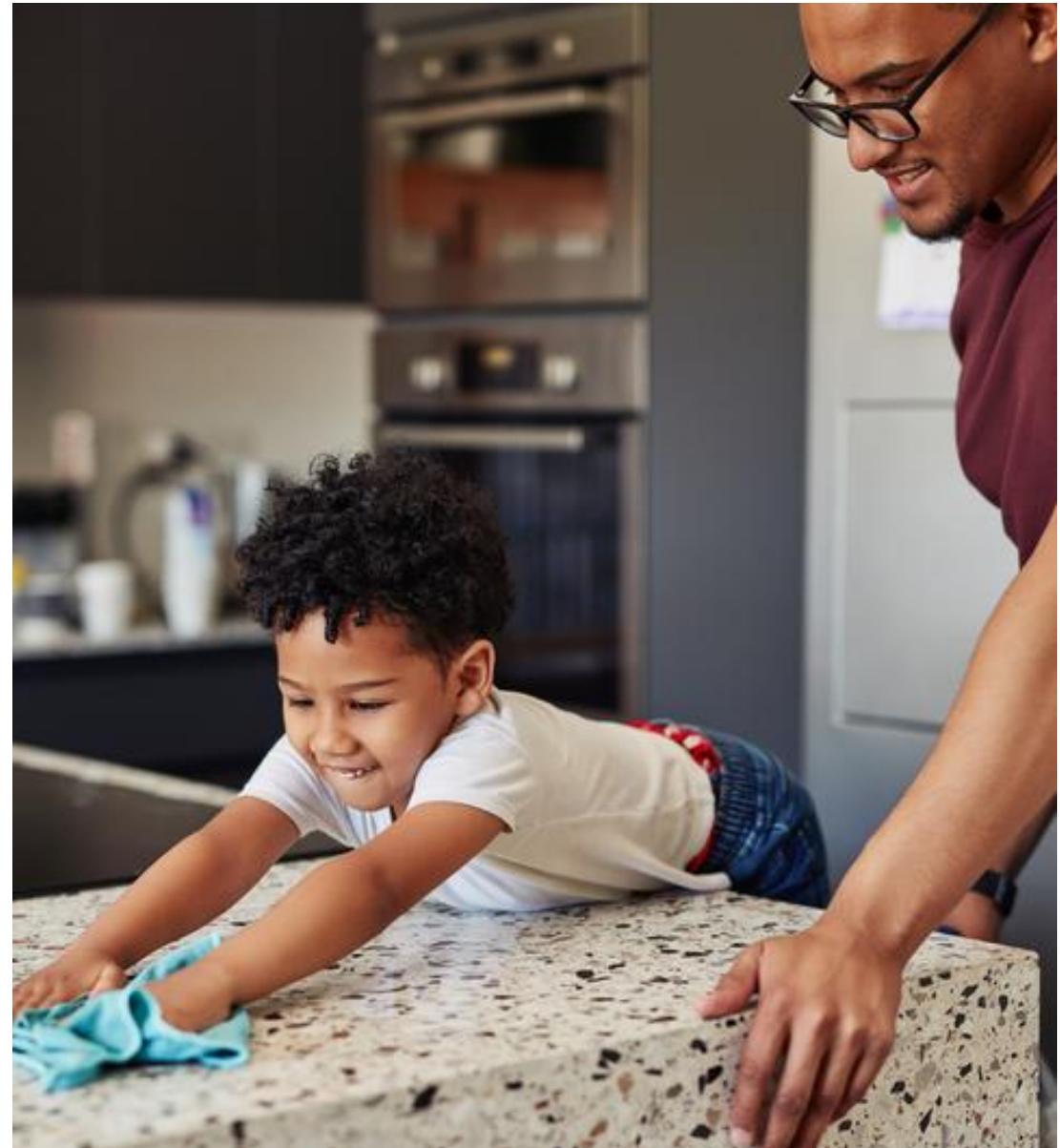
Optimized products and new technologies will help people get maximum benefits while minimizing effort

Futuristic appliances are already here, like refrigerators that track expirations and recommend recipes with available ingredients. Smart ecosystems are improving the integration of devices – reducing friction and the need for direct input – as AI helps devices adapt to behavior and usage patterns.

Robotic home care solutions – like vacuums – have remained fickle, often requiring extra work to execute their tasks. As consumers get more accustomed to smart, frictionless home devices, they'll expect similar experiences from cleaning tools.

This will also put more pressure on products and packaging to remove friction, complication, and thinking. Smart home systems may help manage product inventory at home and create new ways of using and dispensing them.

Though convenience will continue to be a top priority for consumers, full adoption of smart and automated devices will be impacted by cost, trust in AI, and component availability.



Future

The future of convenience in laundry will address the way people actually live, not the ideal process



75% are re-wearing clothes at least weekly.

Many rely on a “chairdrobe” to hold those not-quite-dirty, not-quite-clean clothes

Laundry innovations will meet consumers where they are –

with products that help them look and smell their best:

- Refreshing lightly worn clothing without rewashing
- Products that more easily deal with stains and odors
- Robotic solutions for folding and other physical steps
- Products that not only clean but also protect clothes from damage, keeping them looking their best longer

Technology will offer ways to streamline the process,

with innovations that reduce the strain of layering products and help laundry be more in-the-flow, without sacrificing outcomes. This could be:

- Machines that pre-load all products
- Sensors for machine-driven product usage
- New fabrics that resist stains, odors, and UV damage
- Solutions for items that can't be washed, like coats and rugs
- Similarly, consumers have unmet needs related to cleaning bulky items like bedding, pet beds, and car seats



Research & Development will augment what's possible

Consumers rely on cleaning products, because they have a working knowledge of germs and soils – and the role of cleaning agents.

Science could similarly augment our ability to better meet laundry needs – smarter and more autonomous appliances, more advanced fabrics, and an evolving understanding of how clothes interact with our bodies and the environment will shape the future of laundry.



Learn More

People's relationship with home is changing – so is their relationship with home care

The future of home care is exciting as both people and their homes continue to evolve.

Better meeting consumers' health, convenience, and wellbeing needs will demand new research, novel solutions, as well as smarter and friendlier technology – all with a sprinkling of moments that bring joy along the way.

At The Clorox Company, we're obsessed with people. We've always known it's not about cleaning or laundry or trash – it's about life.

As life at home evolves, we look forward to being there for consumers, every step of the way





The Clorox
Company

About The Clorox Company

For more than 100 years, The Clorox Company has created innovative products trusted by generations around the world to help people thrive and make their everyday lives better, every day.

Driven by its consumer obsession, The Clorox Company delivers clearly superior experiences through its trusted portfolio of brands, including Brita, Burt's Bees, Clorox, Fresh Step, Glad, Hidden Valley, Kingsford, Liquid-Plumr, and Pine-Sol, as well as international brands such as Chux, Clorinda, and Poett.

Guided by a strong set of values, the company has long been committed to doing the right thing – for its people, for the planet, and for the communities it serves. This commitment is the cornerstone of Clorox's long-term success and the foundation for its continued growth.



HUMAN8

About Human8

The Clorox Company is delighted to have partnered with Human8 on this report.

Human8 is a global marketing insights consultancy **helping brands grow by putting people at the center of everything** they do – turning human understanding into bold ideas and strategies.

At the heart of Human8 is a simple conviction: brand growth starts with people, who are part of communities and shaped by culture. In a world increasingly driven by automation and AI, Human8 champions the Human Spark – a unique blend of human insight, cultural fluency, and closeness that drives growth and differentiation.

Powered by a global collective of 600+ experts across 22 offices worldwide, Human8 blends human expertise with proprietary, AI-enabled technology to turn insight into impact.

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