

Home Care Redefined

Home Care Redefined details how the sanctuary of “home” is evolving – and how the ways people relax, clean, and cope are changing along with it. Ever tuned in to consumers, Clorox tells the story of home care, both today and tomorrow.

Consumers are spending more time at home



Time and frequency of cleaning have both gone up



In-the-flow Cleaning

Instead of large blocks of dedicated time, people are doing small bits of cleaning worked into their daily routines.



How is cleaning shifting?

Ins

- Cleaning in-the-flow
- Clean a little, daily
- Seen as self-care
- Driven by emotional, social needs

Outs

- Weekend deep cleans
- Clean a lot, a few times a month
- Seen as chore
- Led by functional necessity

Holistic approach to health & wellness is growing



Cleaning delivers a multi-sensory experience that's just as rewarding as the final outcome. And those #OddlySatisfying experiences are a world of their own on social media.

People are beginning to see cleaning as a tool for their mental health and wellbeing.



Convenience is the ultimate life hack

Now, convenience isn't just about faster – it's about allowing people to spend more time doing the things they love.



Laundry is primed for a shake-up, as people struggle to find flow or satisfactory results.

only 58% feel satisfied with their laundry outcomes

15% say outright, results aren't good enough

Multi-purpose cleaners and wipes lead the pack – maximizing in-the-flow cleaning and freeing up time for life.



74% prefer multi-purpose cleaners over task-specific



91-96% use wipes at least weekly

Want to know more?
Download the full report here.