

homecare

2024

OUR SELECTED TRENDS,
INSIGHTS & OBSERVATIONS

ftb.

CROWSNEST

trend horizons



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1/2 " Clean Tartar
1/2 an Egg
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FAIRY

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Welcome

As the world well and truly emerges from the effects of a global pandemic that sent us into lockdown, the fundamental ways in which customers have changed their shopping habits settle into a new norm. It is of little surprise that the home and our management of it is one of the most significant sectors to be affected in this new era.

Concepts of health, hygiene and the home continue to play an important role in our comfort in cleanliness. However other major, accelerating factors that have emerged are pulling customers in different directions.

From increasingly heightened awareness of sustainability and our collective green footprints - both individually and within the brands and businesses we buy from - to the effects of the cost of living crisis being felt on a global scale, customers today are more informed and more demanding of brands to provide solutions to significant issues they face on a daily basis.

These factors are affecting customers across generations. We therefore welcome you to explore how major trends are diving customers not by age or gender - but by their attitude to caring for their loved ones in their home.

\$31bn

The home cleaning market in the US is expected to hit \$31 billion in 2023. This growth is expected to increase each year by 2.7% between 2023 and 2028.

Snipp, 2023

\$46bn

Meanwhile in Europe, the home cleaning market was expected to reach just short of \$46 billion, with an annual growth of 3.4% through to 2028.

Snipp, 2023

23mn

Many key home care sectors are in decline; surface care saw a unit sales drop of 23 million from 2022 to 2023. Laundry products saw a decline of 49 million.

The Grocer / Nielsen IQ, 2023

90%

Prices of cleaning products in UK supermarkets of the UK rose by a staggering 90% over a 12 week period in 2023.

The Grocer, June 2023

31%

31% of global consumers shared that they "trust household brands are doing what they say they are to be more ethical and environmentally friendly."

Mintel, 2024

2/3

Almost two thirds of US adults say price is a key factor in the choice of surface cleaners they purchase.

Mintel, 2024

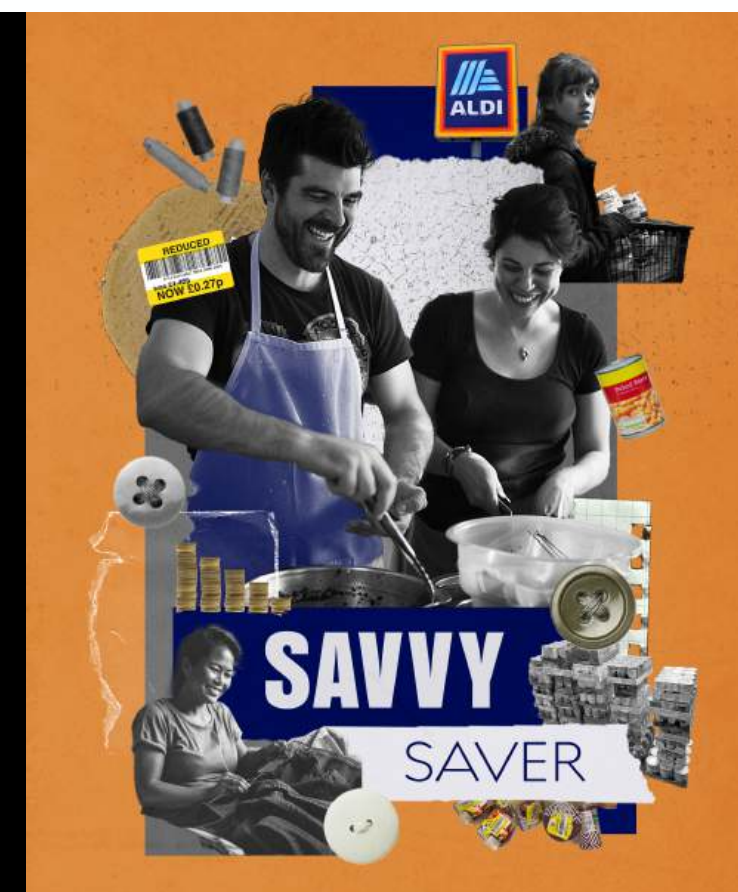
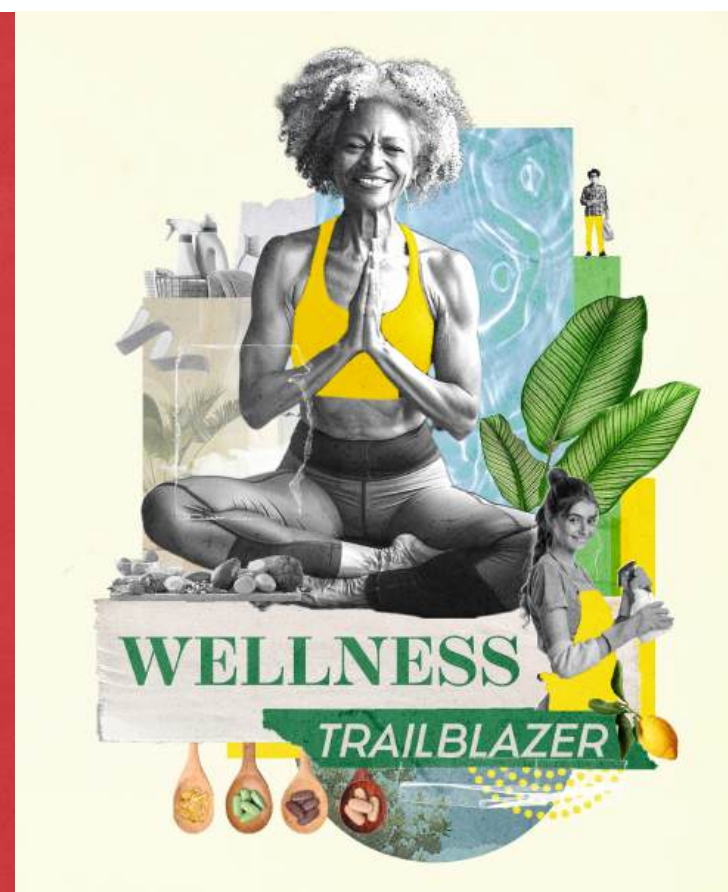
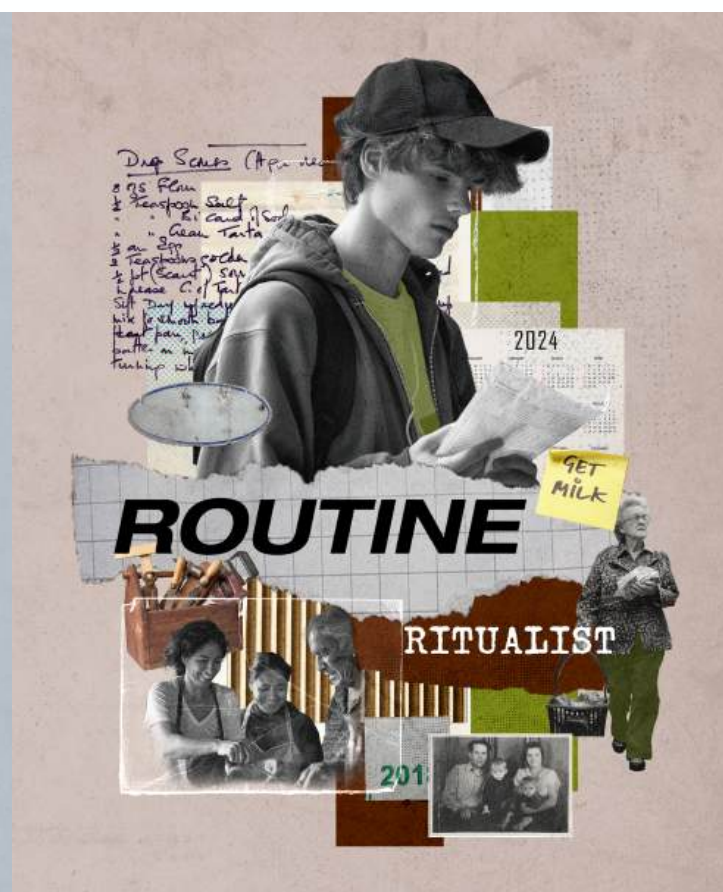
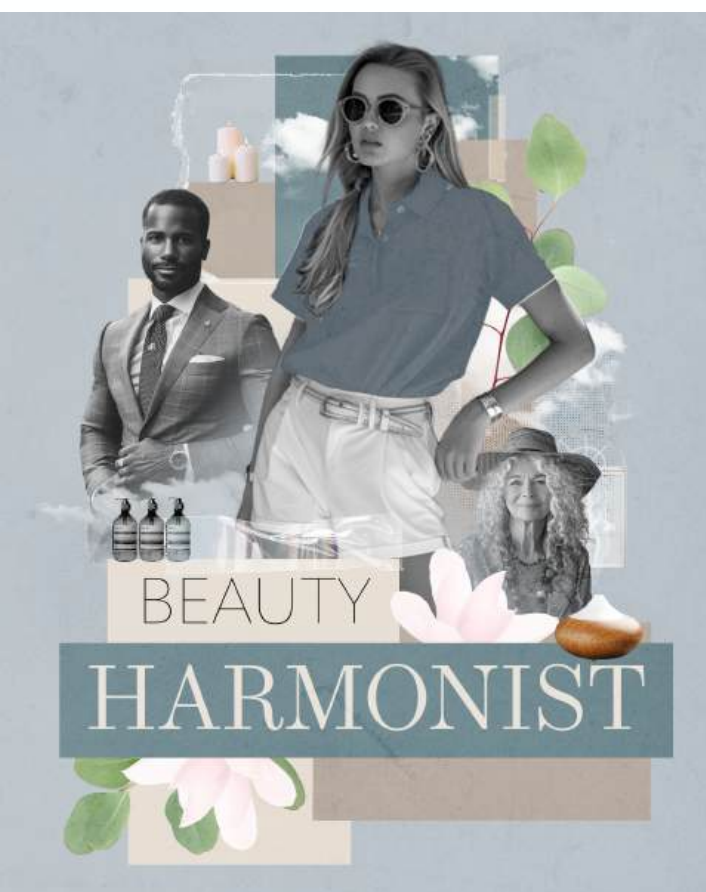
Introducing the attitudes

Here at Free The Birds we don't believe your physical age defines you. We believe not in demographics, but 'emographics'. The way you behave, the way you think, the way you view the world, says more about you than the number of candles on your birthday cake.

Age-related pigeon-holes are dangerous things to fall into if you're a marketer. There could be consumers who you aren't reaching simply because they were under or over an age limit - even though they potentially relate to your brand. As a result, our trends insights are related to consumer attitudes not age.

We believe that this perspective will prove to be more reflective of human nature and much more inspiring. It certainly is when we are briefing our creative teams. We find that designing and writing for an attitude produces a much stronger connection with the intended consumer.

So, we hope you enjoy seeing all the exciting and thought-provoking new ideas in home care, seen in the context of a variety of consumer attitudes. We feel sure that some of those attitudes will be very familiar to you. And very valuable.



We have created seven consumer attitudes within home care.
All equally relevant and tribes you should be targeting.

Introducing the attitudes

Striving for beauty in every aspect, from personal use products to the aesthetics they cultivate in their home, the Beauty Harmonist purchases with the intention of enhancing the beautification of their environment.

The Routine Ritualist adheres strictly to their daily routines and habits. This includes purchasing products that align with their accustomed standards, and choices often born of habit and often inherited from their parents.

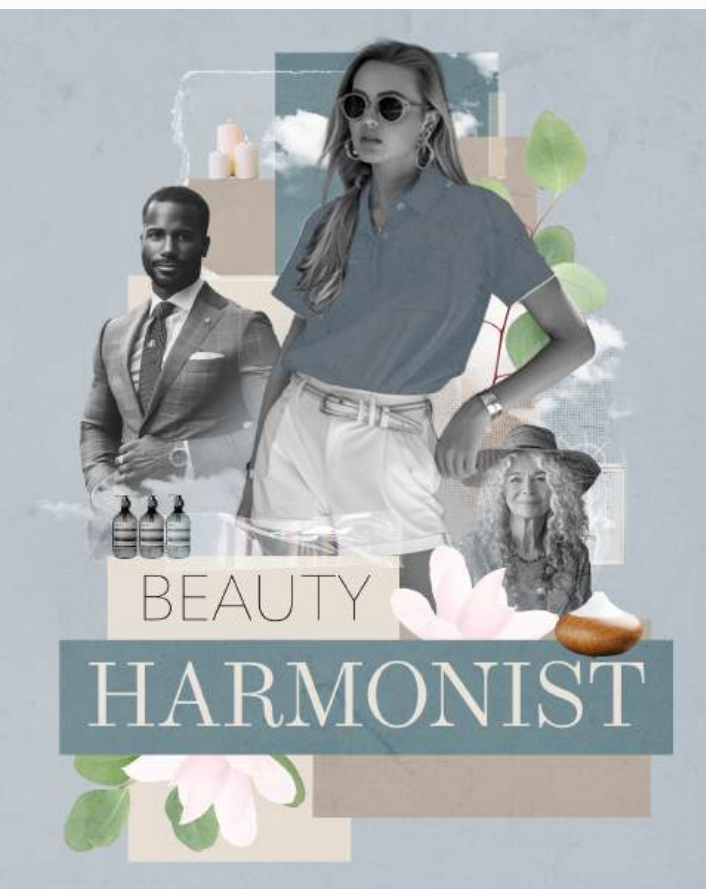
This pursuer of the popular diligently tracks and follows the latest trends in household-name products, believing that conformity to products which are in-demand is the best course of action.

The pinnacle of wellness in their lifestyle, prioritising health and tranquility in every aspect. This includes products they choose for their home and their loved ones, promoting wellbeing alongside their primary functions.

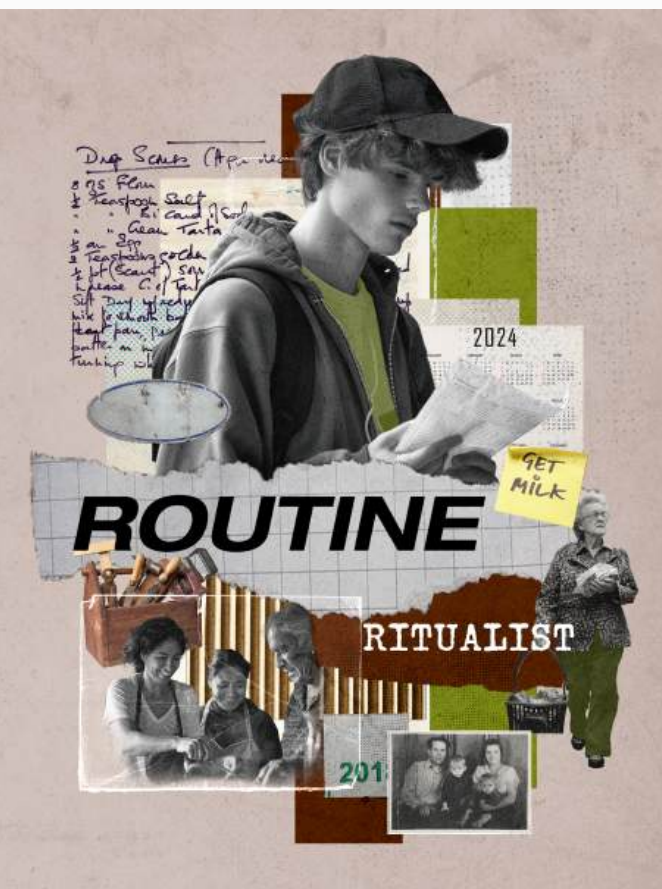
On a consistent and committed journey through the realm of technology, the Tech Voyager explores advancements and innovations with dedication and enthusiasm in their everyday life.

Driven by a desire to reduce unnecessary spending, their purchases are based upon value for money, from cheapest option available to capitalising on deals of the moment, or strategic purchases which save them money over time.

Dedicated to protecting and preserving the environment, the Eco Guardian actively seeks to safeguard our planet through a commitment to sustainability in daily choices and consumption habits.



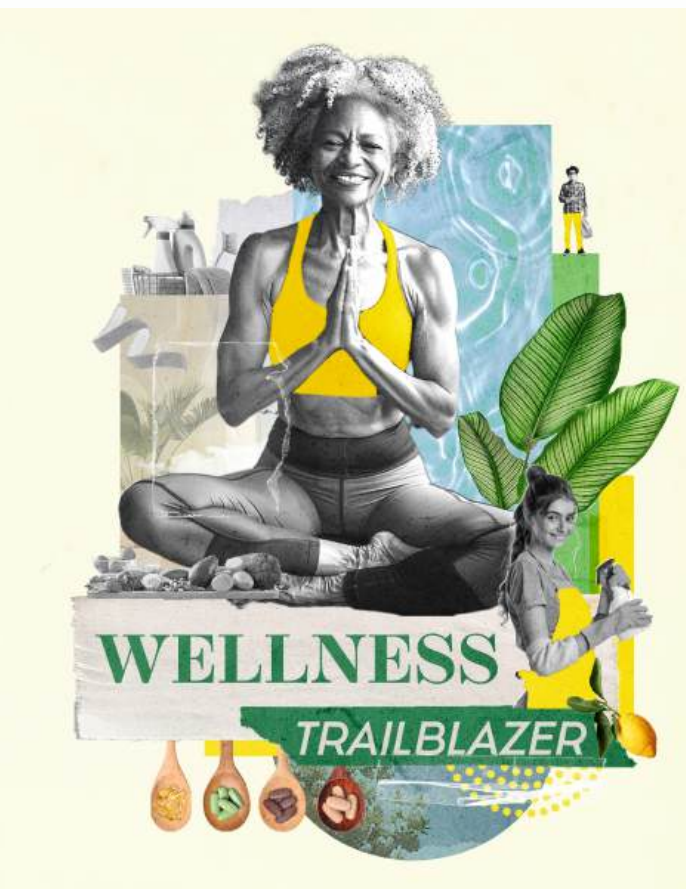
**BEAUTY
HARMONIST**



**ROUTINE
RITUALIST**



**TRACK
& TREND**



**WELLNESS
TRAILBLAZER**



**TECH
VOYAGER**



**SAVVY
SAVER**



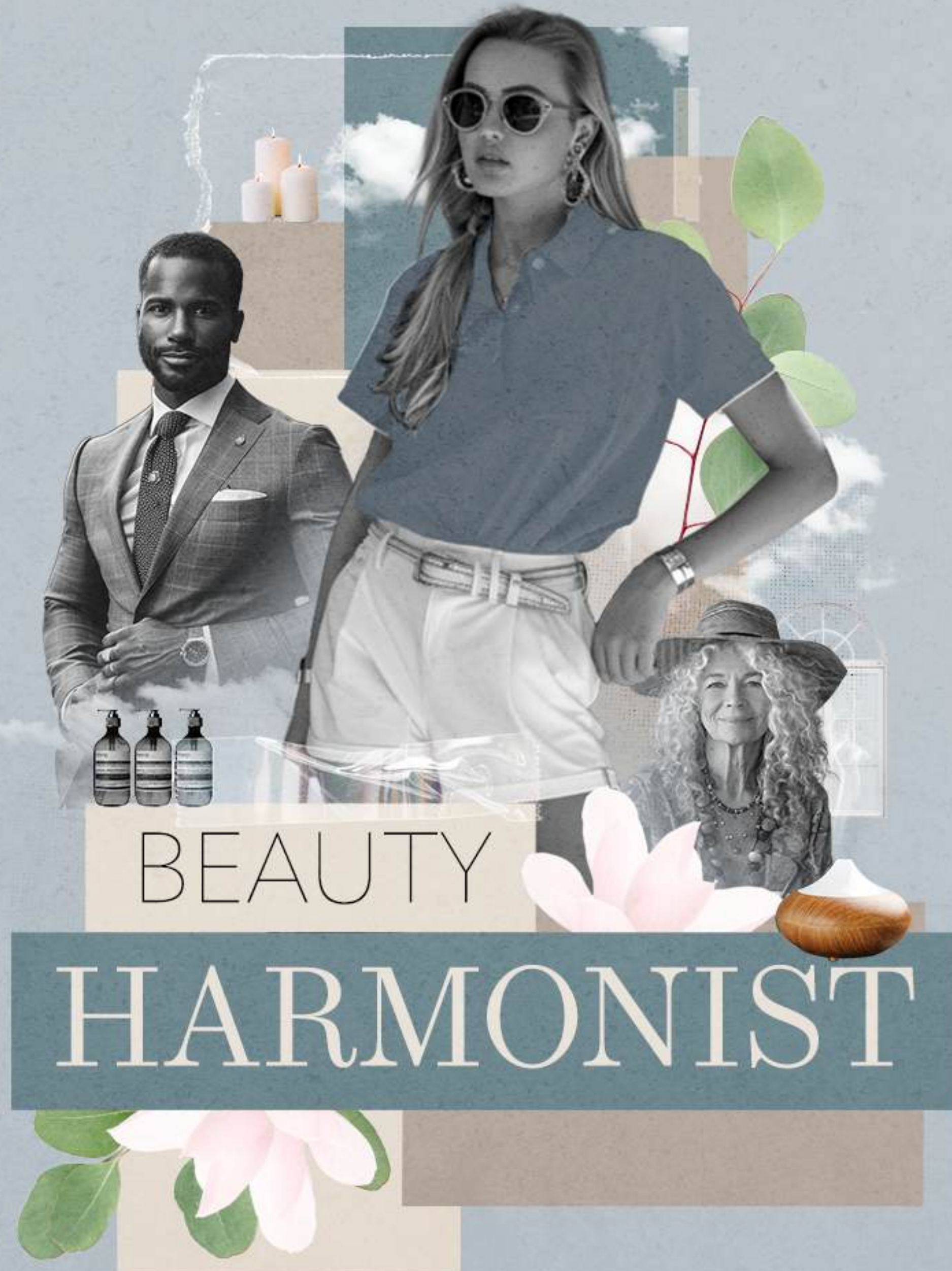
**ECO
GUARDIAN**

CONSUMER ATTITUDE

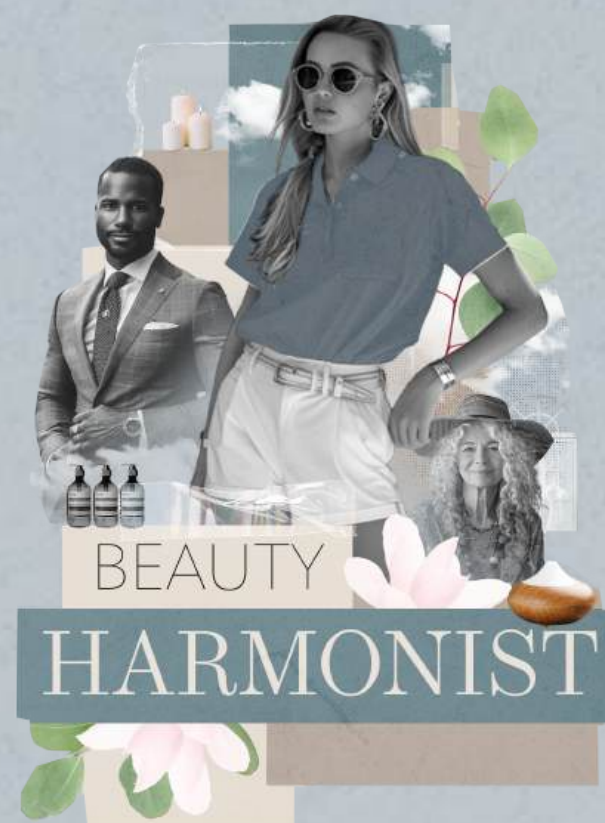
The Beauty Harmonist

Striving for beauty in every aspect, from personal use products to the aesthetics they cultivate in their home, the Beauty Harmonist purchases with the intention of enhancing the beautification of their environment.

Aesthetic-driven • Beauty-focused • Harmonious • Intentional • Stylish
• Design-conscious • Environment-enhancing • Mindful • Detail-oriented • Curated



BEAUTY
HARMONIST



The Beauty Harmonist is the ideal embodiment of the Japanese word *kirei*, which means both ‘beautiful, pretty’ and ‘clean, neat’. For them, their home is all about experience. Marie Kondo may have moved on from her own ethos, yet for the Beauty Harmonist the idea of choosing what brings joy to the home remains of prime importance.

Less affected by the cost of living crisis and with an ability to explore a broader range of new products, the Beauty Harmonists are fuelling the growth of private label products in the home care space.

Not limited however to those with a higher disposable income, the Beauty Harmonist also rose in the wake of the global pandemic, where the world was forced to stay at home. Therefore individuals of varying wealth sought to bring beauty into the home through brands from masstige to luxury.

They will lean into sustainability where products don’t lose their harmony-boosting scent capabilities and the packaging meets the beauty standards they hold for their home. They support the ongoing refill movement, not only to reduce their carbon footprint, but to tap into the aesthetically-pleasing products.

Products which are an extension of their self-care regime, offering a dual purpose of benefiting their home and their body, are ideal for the Beauty Harmonist.

With a valuation of more than \$40 billion - and expected to reach \$47 billion by 2026 - the global household cleaning market has thus seen the entry of powerhouse brands like Diptyque.
Retailbiz, 2023

Statistics show that US customers will regularly choose scent over unscented products; scented sales represent 89% of laundry, 79% of surface cleaning and 99% of dishwashing products.
Morgan Eberhard, Febreze senior scientist at P&G

40% of households “turn to fragrance to help their home feel clean.”
Michelle Chadwick, senior brand manager at Zoflora

“82% of Americans believe cleanliness is required for a clear head...68% see it as a gateway to a fresh perspective.”
Clorox, 2022

80% of US customers “gain a sense of control, accomplishment, motivation, and relief from a thorough clean.”
OnePoll, 2023

Influencing trends

Cleaning as Self-care

The comfort consumers seek in products which provide both cleanliness and sanitisation, alongside a harmonious and peaceful environment, is on the rise. A perceived lack of control of what goes on beyond our homes is fuelling a desire to improve control within it.

Products with an uplifting sensorial format or are associated with relaxing, repeatable routines are driving this space.

Overall, an ability to offer mood enhancement through carefully-selected, natural ingredients are growing at pace.

Aligned with:
Routine Ritualist

Skinification of Homecare

Products which offer benefits for the individual as well as the home will accelerate in 2024, as new ingredients reflect those found in skincare, offering health and protection for the body.

From laundry detergent to dish washing, enhanced performance in ingredients and formulations is being sought as standard.

One such ingredient, Purapeutics - launched in 2023 by Evonik, one of the largest speciality chemical companies in the world - is based on the natural ingredient, squalene, one of the major constituents of human sebum.

Aligned with:
Wellness Trailblazer

The Evolution of Scent

Globally, scent is becoming a highly influential product feature, which continues to outperform fragrance-free and hypoallergenic.

Gourmet scents are becoming sought after, whilst several major brands are striving to drive innovation in creating long-lasting scents. Customers today are 'scent styling', demanding more of their fragranced goods, including staying power and complexity of scent.

Brands and products which spotlight the depth of their fragrances - or which mimic beloved scents worn on the body - will reign supreme.

Aligned with:
Track & Trend

from scent and skin to the home

More intermingling with the beauty industry comes in the shape of premium product extensions that deliver the elevated experience of customers' most desired brands.



La Droguerie

Luxury fragrance house Diptyque led the way in helping fans of the beloved high-end candles, diffusers and scents to ensure their home is a true sensorial delight with the launch of La Droguerie - a range of household products which make the every day luxurious. Blending beauty and utility, these delicately-perfumed products seek to elevate the home, with the assurance for customers that the refillable, ecocert-certified and biodegradable formulations are kind to the planet.

40%

40% of households "turn to fragrance to help their home feel clean."

80%

80% of US customers "gain a sense of control, accomplishment, motivation, and relief from a thorough clean."

82%

82% of Americans believe cleanliness is required for a clear head..68% see it as a gateway to a fresh perspective."



Dr Barbara Sturm

Dubbed the 'next, natural chapter in her 360° anti-inflammatory methodology', Dr. Barbara Sturm's luxury laundry detergent seeks to bring the experience of skincare to a chore as tedious as laundry. Featuring ingredients such as aloe vera, purslane and panthenol, the detergent serves sensitive skin whilst supporting overall skin health. And Sturm is not alone - brands such as The Laundress and the phenomenon that is Bath & Body Works have also entered the high-end laundry market, signals that laundry has now truly rebranded as self-care.

from cupboard to countertop

Premium products hosted in highly aesthetically-pleasing packaging ensures brands do not leave themselves being tucked away out of sight by consumers.



L'Avant

This brand is a true representation of the Beauty Harmonist at work - highly aesthetically-pleasing packaging combined with efficacy and the reassurance of non-toxic ingredients, L'Avant is designed to be displayed. More than 98% of the brand's ingredients are derived from natural and renewable sources, with a further guarantee that they are entirely cruelty-free and environmentally-friendly. Products that belong on your countertop, not hidden away in your cupboards.

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Supernatural

Launched by the founder of the arguably revolutionary 'Poo-Pourri', Supernatural - which incidentally sold out in under two hours on Goop - set the tone for luxurious home cleaning through beautifully designed glass bottles holding blends of essential oils that are all natural. Founder Suzy Batiz shared, "I really strived for Supernatural to be a brand that's beautiful no matter where you look...that beauty also extends to the brand's sustainability. For each Supernatural box issued, two trees are planted, and the reusable spray bottles are 100 percent recyclable."

scentphisticated

The rise in sophisticatedly-scented detergents is influenced by the home fragrance and beauty industry, elevating cleaning to an act of self-care.

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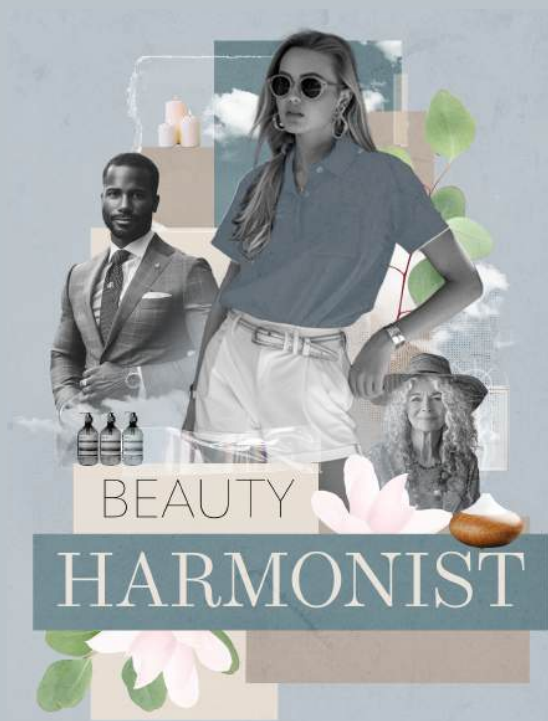
Marks & Spencer

Putting the sparkle into Marks & Sparks is M&S' own brand home care and cleaning range, which has earned the popular retailer kudos for the luxurious scents on offer. With private and own labels' popularity on the rise in the home care space, M&S' range is elevated amongst its competitors for simple, chic packaging that you wouldn't be afraid to feature on your counter-tops. Bonus points are owed to the retailer who have crafted a laundry product with a scent that mimics the wildly popular fragrance, Le Labo Bergamote 22.



Guests on Earth

Launched with a desire to provide a solution to the serious issues surrounding recycling and cleaning brands, Guests on Earth also sought to remove the overly chemical and often zesty scent which overpowers products for the home. In utilising scents in which they describe the top, mid and base notes, they bring products to market whose scent is as nuanced as the perfume we apply to our skin. From the texture and muted earthy shades of the refillable bottles to these delicate scents, Guests on Earth creates the ultimate sensorial experience for home cleaning.



Brands should tap into the **Beauty Harmonist** consumer attitude to leverage their desire for aesthetically-pleasing products. Neighbouring attitudes like the Wellness Trailblazer, Tech Voyager, and Track & Trend share values of wellbeing, sustainability, and modern style, unlocking significant marketing potential by appealing to consumers who prioritise beauty and current trends.

How brands can engage with this consumer attitude:

Premium Pricing: Given their focus on aesthetics and quality, these consumers are often willing to pay a premium for products that meet their high standards for beauty and design.

Brand Loyalty: By consistently delivering products that enhance both personal and environmental beauty, brands can foster strong loyalty among these consumers.

Customer Insights: Feedback from these detail-oriented consumers can provide valuable insights into product improvements and innovations, driving better product development.

Market Differentiation: Brands that successfully cater to this consumer type can differentiate themselves in crowded markets by emphasising design and aesthetic value in their products.

Influence on Trends: These consumers are often trendsetters due to their focus on aesthetics and design, making them valuable for brands looking to stay ahead of market trends.

Enhanced Brand Image: Associating with consumers who emphasise beauty and harmony can improve a brand's image, positioning it as sophisticated and high-end.

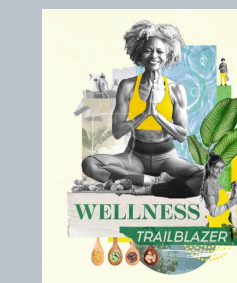
Cross-Selling Opportunities: Since Beauty Harmonists seek coherence in their environments, they are more likely to purchase multiple products that contribute to a unified aesthetic, providing brands with opportunities for cross-selling.

Long-Term Engagement: By engaging consumers who appreciate aesthetics on a deeper level, brands can create long-term relationships based on shared values and interests.

Social Media Visibility: Beauty Harmonists are likely to share their beautifully curated spaces and products on social media, increasing brand visibility and engagement through visually compelling content.

Word-of-Mouth Promotion: Beauty Harmonists, who often take pride in their curated environments, are likely to recommend brands that align with their aesthetic values to friends and family, enhancing organic growth.

These attitudes share a focus on aesthetics, harmony, and modernity, making them complementary to the Beauty Harmonist. Brands can leverage this by promoting products that are not only beautiful and stylish but also support wellness and sustainability.



The Wellness Trailblazer
This group prioritises health and tranquility, often valuing natural and aesthetically-pleasing products that promote a holistic approach to wellbeing. The Beauty Harmonist's focus on aesthetics and harmony aligns well with the Wellness Trailblazer's emphasis on products that enhance personal and environmental beauty, making it a natural fit for brands to appeal to both groups.



The Tech Voyager
This group is primarily focused on seamless integration of the latest technological advancements and cutting-edge gadgets, which often aligns with the aesthetics and harmony of their home. Their drive for innovation naturally enhances the visual appeal of their home through slick appliances, connectivity of home technology and overall beautification of their modern space.



The Track & Trend
Followers of the latest trends and mainstream popularity, this group appreciates stylish and fashionable products. The Beauty Harmonist's focus on aesthetics makes this group highly aligned with the Track & Trend attitude, as both are likely to be drawn to products that are visually appealing for their channels and their followers. Brands can attract both by emphasising the stylish and contemporary design elements of their products.

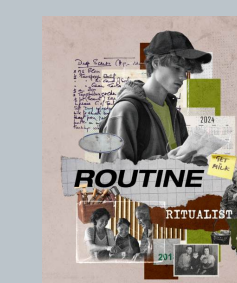
These attitudes prioritise different aspects such as sustainability, cost-efficiency, and practicality, which do not inherently align with the Beauty Harmonist's focus on aesthetics, harmony, and visual appeal.



The Eco Guardian
This consumer type is dedicated to sustainability and environmental protection. While the Beauty Harmonist values products that contribute to a harmonious and beautiful environment, the priority here would be the home over the outside world. The Eco Guardian champions environmentally-friendly ingredients and packaging, whether aesthetically-pleasing to the eye or not.

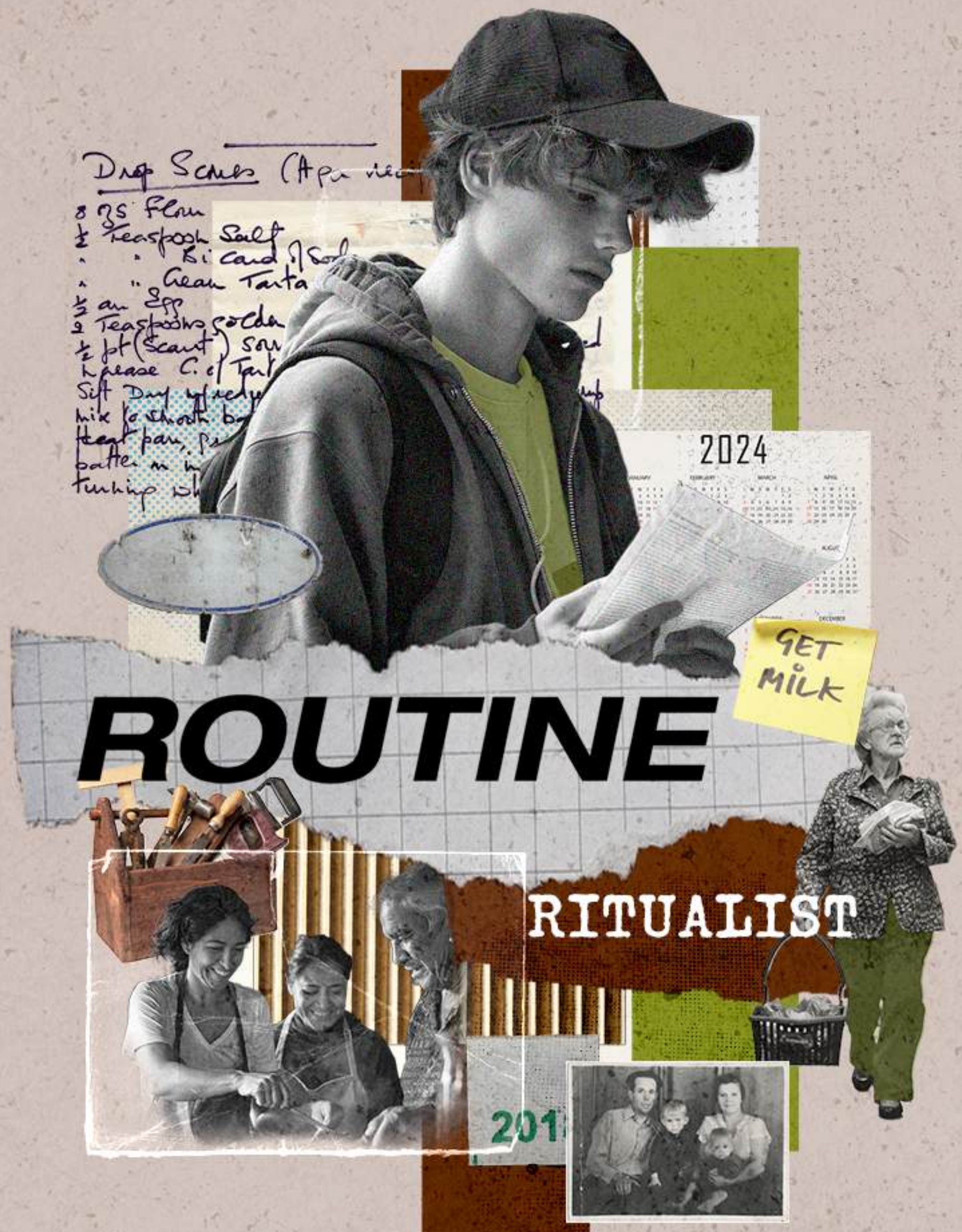


The Savvy Saver
This consumer type prioritises economical choices and value for money, often focusing on cost-effectiveness over aesthetics. Their primary concern is reducing unnecessary spending, which can conflict with the Beauty Harmonist's willingness to invest in visually pleasing and often premium products.



The Routine Ritualist
Preferring consistency and familiarity, this group values stability and practicality over aesthetics. The Routine Ritualist's focus on established habits and reliable products contrasts with the Beauty Harmonist's desire for beauty and harmony in their environment, making them less aligned in terms of purchasing motivations.





Drop Scones (Apricot)
875 Flour
1/2 Teaspoon Salt
" Bicard 1/2 Sol
" " Cream Tartar
1/2 an Egg
2 Teaspoons Soda
1/2 pt (Scant) sou
1 heaped C. of Tart
Sift Dry ingred
mix to smooth b
heat pan, pa
batter in
turning sh

2024

GET MILK

ROUTINE

RITUALIST

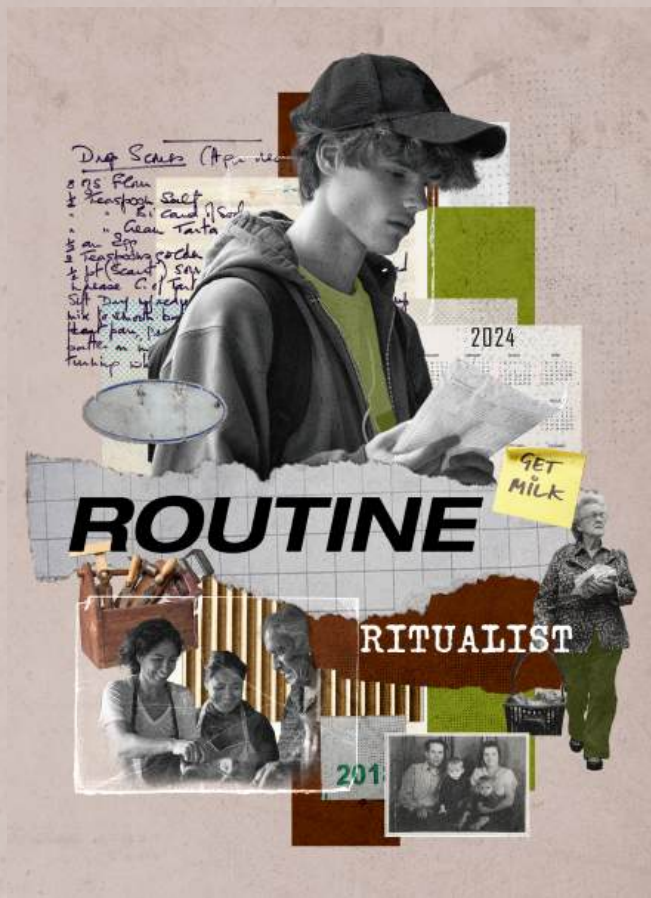
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CONSUMER ATTITUDE

The Routine Ritualist

The Routine Ritualist adheres strictly to their daily routines and habits. This includes purchasing products that align with their accustomed standards, and choices often born of habit and often inherited from their parents.

- Habitual • Consistent • Loyal • Traditional • Predictable • Routine-oriented
- Disciplined • Familiar • Reliable • Heritage-focused



The **Routine Ritualist** is perhaps the most difficult of attitudes to steal share from. The means by which a breakthrough with this group can be achieved is incremental innovation from heritage brands. Maintaining contemporary relevance will help to overhaul this group that has become disenfranchised and disengaged from the home care category.

The growing number of multi-generational households across the globe influences the passing down of favoured products and household choices made by this group.

They are highly influential in keeping some of the biggest household name brands as market leaders.

They are less likely to be swayed by a perceived lack of commitment to sustainability, or dramatic pricing changes, as their desire to stay with the known is championed over all.

They will seek advancements in home technology which helps them to regularly purchase their preferred products, and maximising on any deals or loyalty schemes related to them.

By nature, they are the strongest example of a trans-generational group, from those leaving home for the first time to decade-long homeowners.

“Brand loyalty is higher than in many other grocery categories, and despite the fact that some shoppers are trading down to cheaper products in response to the cost-of-living crisis, the leading brands still have majority share in most categories.”

DCS Group's Matt Stanton

28% of UK customers make repeat brand purchases because they are a part of a regular routine.

Intui Inc., 2024

80% of British consumers will only buy from a brand they know is trustworthy.

Intui Inc., 2024

In the UK, “there could be 2.2 million people living in multi-generational households and 3.8 million 21-34s living with their parents by 2025.”

Aviva, 2016

By 2035, one in three U.S. households will be headed by someone over 65.

Harvard Joint Center for Housing Studies, 2016

Influencing trends

Multi-gen Living

While standard practice in large parts of the Global South, the number of individuals sharing the home with parents and grandparents has been rising steadily in the Global North too. Accelerated by the pandemic and the cost-of-living crisis, the arrangement has become a choice for some, and a necessity for many.

Products which meet the demands of modern generations, whilst providing the comfort and familiarity sought by older age groups, will dominate. For example, household-name brands who step up their game in eco-friendly practices will appeal to older and younger customers alike.

Aligned with:
Beauty Harmonist

Home Zone

Those who thrive in the regularity of set routines will flock to products and appliances which compliment one another and allow for 'zoned' areas of the home, particularly in the kitchen

Products which are offered as part of a cohesive series or which compliment the hottest appliances of the moment - such as air fryers, air purifiers and Blackstone griddles - will excel in 2024 and beyond.

Aligned with:
Tech Voyager

Habit Enhancer

The biggest household name brands have been flexing their innovation muscles to deliver known and loved products in more convenient or easy-to-use formats.

Whether it is reducing the time taken for a washing machine cycle to run, or the ability to achieve gleaming results at lower temperatures, these products deliver the trusted end results a Routine Ritualist seeks, whilst saving them time and money.

Those which have an added dose of eco-friendly packaging, will appeal to those who would like products to perform as well for the planet as the customer.

Aligned with:
Eco Guardian

playing catchup

Heritage brands can be real game changers in sustainability, educating consumers about lowering temperatures and offering eco-friendly formulas and delivery systems. The real challenge for these major players is committing to the long game. Consumers are creatures of habit, and it takes time and investment to change mindsets for the better.

28%

28% of UK customers make repeat brand purchases because they are a part of a regular routine.

2.2m

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Tide Evo

The result of years of research, this revolutionary laundry tile uses an innovative process of layering thousands of tiny fibres with soap to create a soft, lightweight and water-dissolvable pad. This formulation requires no unnecessary liquids and fillers, and because they are dry, they can be stored in a cardboard box to eliminate the need for a plastic bottle. Tide Evo sets a new precedent for major household names brands following suit, delivering the reliability dedicated customers expect whilst meeting sustainability demands of the future.



Persil Wonder Wash

Unilever's latest home care innovation, Persil Wonder Wash delivers another step forward in revolutionising the laundry industry through a formulation which can deliver effective cleaning in a 15 minute cycle. Utilising cutting-edge Pro-S Technology™, the product is ideally placed for dedicated consumers of Persil who might routinely find themselves with smaller mid-week loads or less soiled clothes. The product launch was celebrated in a multi-million pound partnership with eight-time gold Olympic medallist and the world's fastest man, Usain Bolt.

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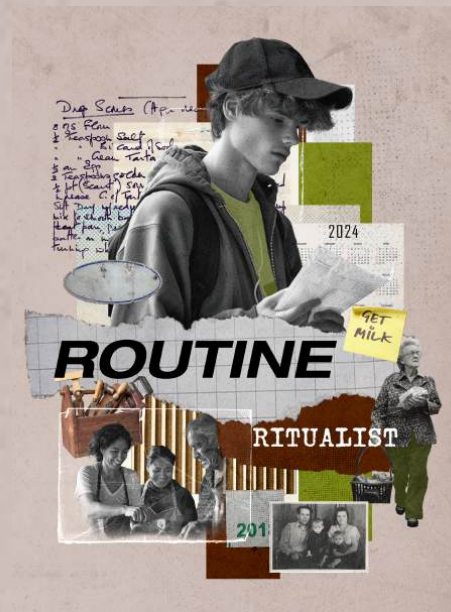


Fairy Refills

P&G's beloved washing-up liquid takes a step forward in the refillable movement by delivering their tried and trusted formulation in an easy-to-pour and store recyclable refill carton - helping to save up to 85% plastic in the process. Launched in 2023, this new packaging allows customers 'to refill their 370 mil Max Power bottle more than twice', according to P&G VP of Sales, Ian Morley.

Domestos Power Foam

Now reported to be used in more than two million households, the success of Domestos' cleaning spray - the first to include no bleach - has set the tone for major household-name cleaning products to reduce their use of harmful chemicals. Despite the use of no bleach not being stated on the packaging itself, Unilever's popular cleaning brand certainly continues to make clear its effectiveness at killing bacteria, reassuring it's long-serving customers of its cleaning capabilities.



Brands should tap into the **Routine Ritualist** consumer attitude to leverage their preference for consistency and reliability in products. Neighbouring attitudes like the Savvy Saver, Eco Guardian, and Wellness Trailblazer share values of practicality, sustainability, and health, unlocking significant marketing potential by appealing to consumers who prioritise dependable, long-term solutions.

How brands can engage with this consumer attitude:

Predictable Sales: Due to their habitual buying patterns, Routine Ritualists provide a stable and predictable source of sales for products they trust and use regularly.

High Customer Retention: These consumers tend to stick with what works for them, which means high retention rates and lower marketing costs for customer re-acquisition.

Brand Loyalty: Once a Routine Ritualist adopts a brand into their daily rituals, they are likely to remain loyal, providing long-term revenue stability.

Advocacy and Word-of-Mouth: If satisfied, a Routine Ritualist may recommend trusted brands to friends and family, extending influence based on deep-rooted trust and satisfaction.

Less Price Sensitivity: Their focus on routine and consistency over experimentation makes them less price-sensitive, allowing brands to maintain stable pricing.

Feedback for Improvement: Their consistent use of products makes them good sources of detailed feedback, which can help brands refine and improve product offerings.

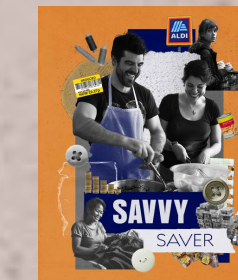
Opportunity for Subscription Services: Brands can benefit from offering subscription services that ensure Routine Ritualists never run out of the products they depend on, enhancing convenience and increasing customer stickiness.

Reduced Marketing Costs: Since these consumers prefer familiar products, brands can spend less on aggressive marketing tactics and instead focus on maintaining quality and trust.

Cross-Selling Stability: Brands that successfully integrate into a Routine Ritualist's life can cross-sell related products that align with existing habits, creating more comprehensive customer engagement.

Strengthened Brand Positioning: By catering to consumers who value tradition and reliability, brands can strengthen their market position as dependable and trustworthy providers.

These attitudes share a focus on practicality, reliability, and long-term value, making them complementary to the Routine Ritualist. Brands can leverage this by promoting products that are dependable, sustainable, and supportive of a consistent, healthy lifestyle.



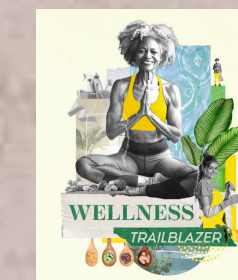
The Savvy Saver:

Both the Routine Ritualist and Savvy Saver value reliability and practicality. The Savvy Saver's focus on cost-effectiveness and value for money aligns well with the Routine Ritualist's preference for familiar, trusted products. Brands can appeal to both by emphasising product reliability, durability, and affordability.



The Eco Guardian

While primarily focused on sustainability, the Eco Guardian's commitment to environmentally-friendly and long-lasting products can resonate with the Routine Ritualist's desire for consistent and reliable items. Brands that promote sustainable products with proven performance can attract both groups by highlighting their long-term benefits and eco-friendly attributes.



The Wellness Trailblazer

This group prioritises health and wellbeing, often valuing products that contribute to a balanced lifestyle. The Routine Ritualist's focus on established routines can overlap with the Wellness Trailblazer's interest in maintaining consistent, health-oriented habits. Brands can appeal to both by offering health-focused products that fit seamlessly into daily routines.

These attitudes prioritise aspects like innovation, trendiness, and aesthetics, which do not inherently align with the Routine Ritualist's focus on consistency, reliability, and practicality.



The Tech Voyager

This group is driven by a desire for the latest and most advanced technology, which contrasts with the Routine Ritualist's preference for familiarity and consistency. The Tech Voyager's focus on innovation and frequent product updates does not align with the Routine Ritualist's inclination towards established, reliable products.



The Track & Trend

Followers of this attitude are primarily motivated by the latest trends and mainstream popularity. Their tendency to switch products frequently to stay current contrasts with the Routine Ritualist's preference for stability and long-term use of trusted products. The dynamic nature of Track & Trend consumers is at odds with the Routine Ritualist's consistent purchasing habits.



The Beauty Harmonist

While this group values aesthetics and harmonious design, their focus on style and visual appeal may not align with the Routine Ritualist's emphasis on practicality and reliability. The Beauty Harmonist's willingness to explore new and beautifully designed products contrasts with the Routine Ritualist's tendency to stick with familiar and functional items.





CONSUMER ATTITUDE

The Track & Trend

This pursuer of the popular diligently tracks and follows the latest trends in household-name products, believing that conformity to products which are in-demand is the best course of action.

Trend-following · Fashionable · Conformist · Influenced · Up-to-date
· Mainstream · Popular · Socially-aware · Brand-conscious · Contemporary



This group is highly influenced by friendship groups, social media and the news agenda. They rely less on intense research, and more on superficial perceived benefits. Of all consumers, they are the least committed to brands, regularly trying new products which they encounter.

The Track & Trend's ability to adapt has been fuelled by the global pandemic, which forced them to change their spending habits, where they shopped, as well as the products they were choosing based on what they encountered via news and social media. It also paved the way for those who inspire and influence this consumer attitude.

Mrs Hinch led the way for highly successful and influential creators dedicated to showcasing the curation and the cleanliness of their home, often sparking the launch of their own brands. The popularity of leading #CleanTok-ers such as @nowitsclean, @sparklingwithdemi and @buildandcreatehome see millions following their advice.

At the same time, micro-trends via platforms like TikTok are picked up quickly by this group, and dropped just as quickly.

The Track & Trends naturally lean into generations who have been exposed to social media from a young age, however you will also find older generations who utilise online marketplaces and seek digital communities for support and inspiration in their home.

“Gen Z users who shop on TikTok are 1.8x more likely to make a purchase based on community recommendations than traditional marketplaces.”

Hootsuite, 2024

Thanks to TikTok, the household cleaning category has experienced a growth of more than

63%.

Unilever, 2023

54% of users purchased a household product after seeing it on TikTok, 71% of such purchases having been unplanned. Nearly 70% of users say the platform helped them discover household products.

Unilever, 2023

In the wake of #CleanTok and COVID-19, approximately 700,000 new shoppers entered the category. The years in which customers experienced lockdown are reported to have changed consumer behaviour for the Long-term.

Kantar, via ConvenienceStore.co.uk,

2024

Influencing trends

The Social Shopper

The influence of a social network on purchasing decisions and the role of social and e-commerce technology, come together to facilitate a significant number of purchases made by customers today.

AI tools and apps available today facilitate an understanding of what individual customers are seeking to purchase, whether based on their daily habits, or active trends that are dominating pop culture.

These machine learning tools now come built into the home, often as part of appliances which serve us daily - a haven for those who seek the latest well-known trends and products.

Aligned with:
Tech Voyager

The Power of #CleanTok

Tips, tricks and the use of home-made cleaning solutions continue in force thanks to the power of #CleanTok.

Marie Kondo paved the way for the influencers of today who capitalise on the viewing power of their 'Sunday Reset', featuring the brands and products which allow them to make this process satisfying and visually-appealing.

Products which feature essential oils and natural ingredients to give weighting to the feeling of a home-brewed solution, through to brands which offer ease of engagement and a sense of showmanship suited to social media enthusiasts, will be highly influential in 2024.

Aligned with:
Eco Guardian

Cupboard Aesthetics

Social media is fuelling the display of home care products, ensuring that items with aesthetically-pleasing packaging are winning out over household-name products where branding is more clinical.

Where packaging can serve eco-friendly purposes - including the refill revolution - whilst incorporating chic, sleek designs, will see these visually-appealing products win out.

The power of the celebrity further supports this trend. Those who hold influence in their social channels will continue to influence the purchasing power of their followers.

Aligned with:
Routine Ritualist

cleaning as decor

With many spending more time at home in the wake of a global lockdown, all elements of interior decor are considered more carefully than ever before – including the products used to clean the home.



homecourt

For fans of *Friends*, it is little wonder that Courtney Cox would apply her beloved character's love for cleaning to her own drive for bringing more beauty into the home. The 'worktop-friendly' designs aim to allow customers to curate their space, featuring high quality scents which are inspired by fine fragrances that Cox herself wears everyday. Non-toxic, skincare-grade ingredients add to the elevated luxury of this chic range.

63%

Thanks to TikTok, the household cleaning category has experienced a growth of more than 63%.

1.8x

"Gen Z users who shop on TikTok are 1.8x more likely to make a purchase based on community recommendations than traditional marketplaces."

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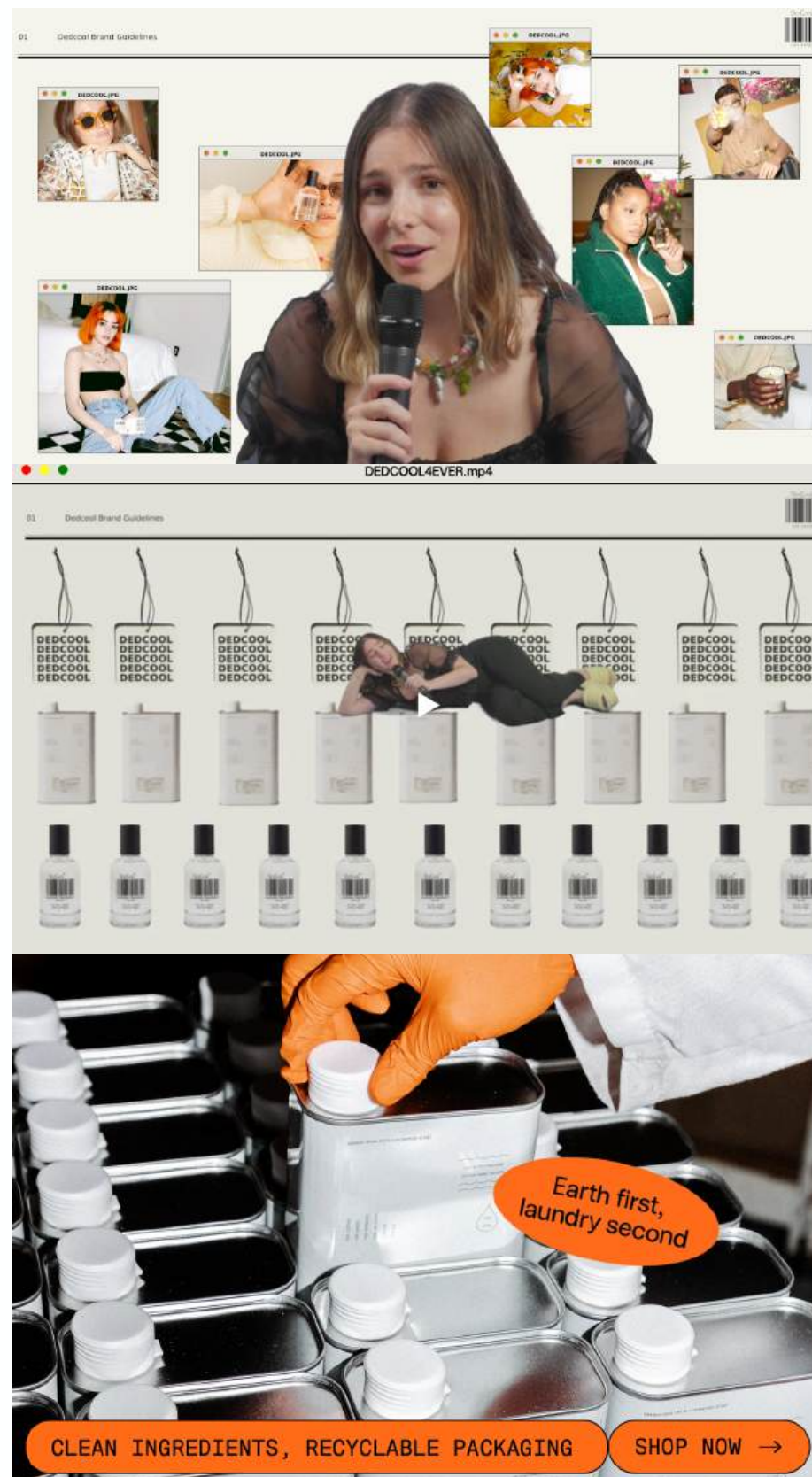


Tallow + Ash

Founder Ciara McGurk's family had a history of sensitive skin, a factor which led her to seek a means of revolutionising the laundry space. Made using eco-friendly, cruelty-free and vegan ingredients here in the UK, Tallow + Ash offers 'powerful plant-based formulas' which do not sacrifice on luxurious scent or elegant packaging.

show off your scent

Fragrances are fast becoming an integral part of our identity, the person we display to the world. The scents we choose for our home are no different.



DedCool

Described as “the only Functional Fragrance brand that empowers all people to smell and feel good through scent”, this gender neutral indie fragrance company uses its contemporary packaging and forward-thinking mission to create home cleaning products that are not only worth showcasing, they seek to romanticise the chore of cleaning the home. “Scent practically applied in your everyday life”.



63%

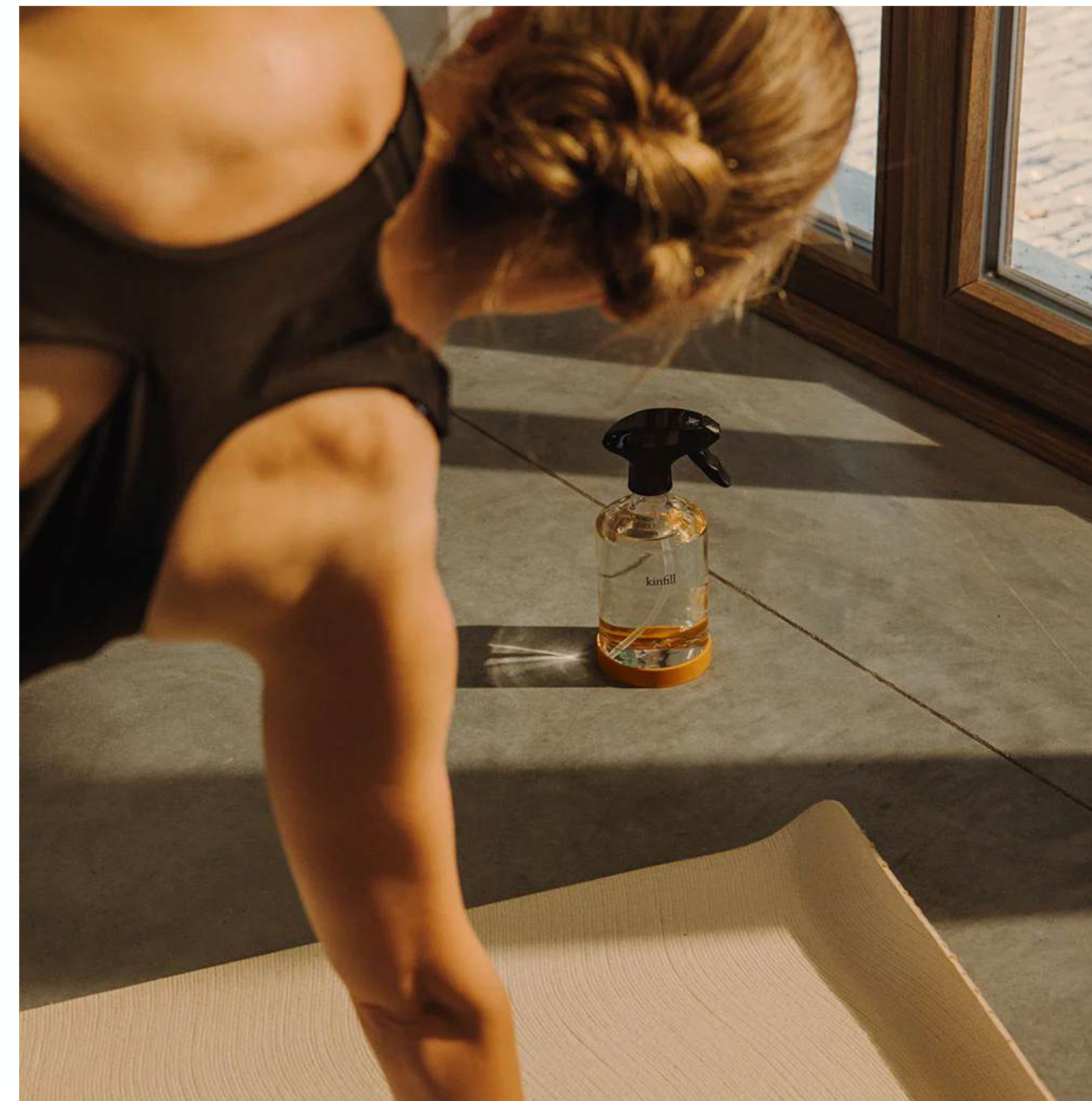
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Kinfill Yoga Matt Cleaner

No cleaning stone goes unturned for the Track & Trend who seeks to elevate every level of their home life for the friends and followers. This ‘delicate yet extremely efficient’ solution promises to keep your yoga mat clean and bacteria-free, as well as pleasantly-scented. A concentrate can be mixed with tap water in the refillable glass bottle, supporting a reduction in water usage and an overall greener footprint.

statement cleaning

For the Track & Trend, #CleanTok is a personality trait, and their products must meet their desire to go big in how they go home.



Not a Detergent

Juliette Has A Gun's modern take on fragrance has seen their 'Not A Perfume' scent translate to the home with 'Not A Detergent'. This disruptive brand's formulation features 95% natural ingredients and a statement bottle comprised of 100% recyclable plastic. Natural ingredients ensure it is suitable for sensitive skin and therefore can be used on any number of home textiles and clothes. And with the clean scent it leaves behind, there are few products you won't want to clean with it.

63%

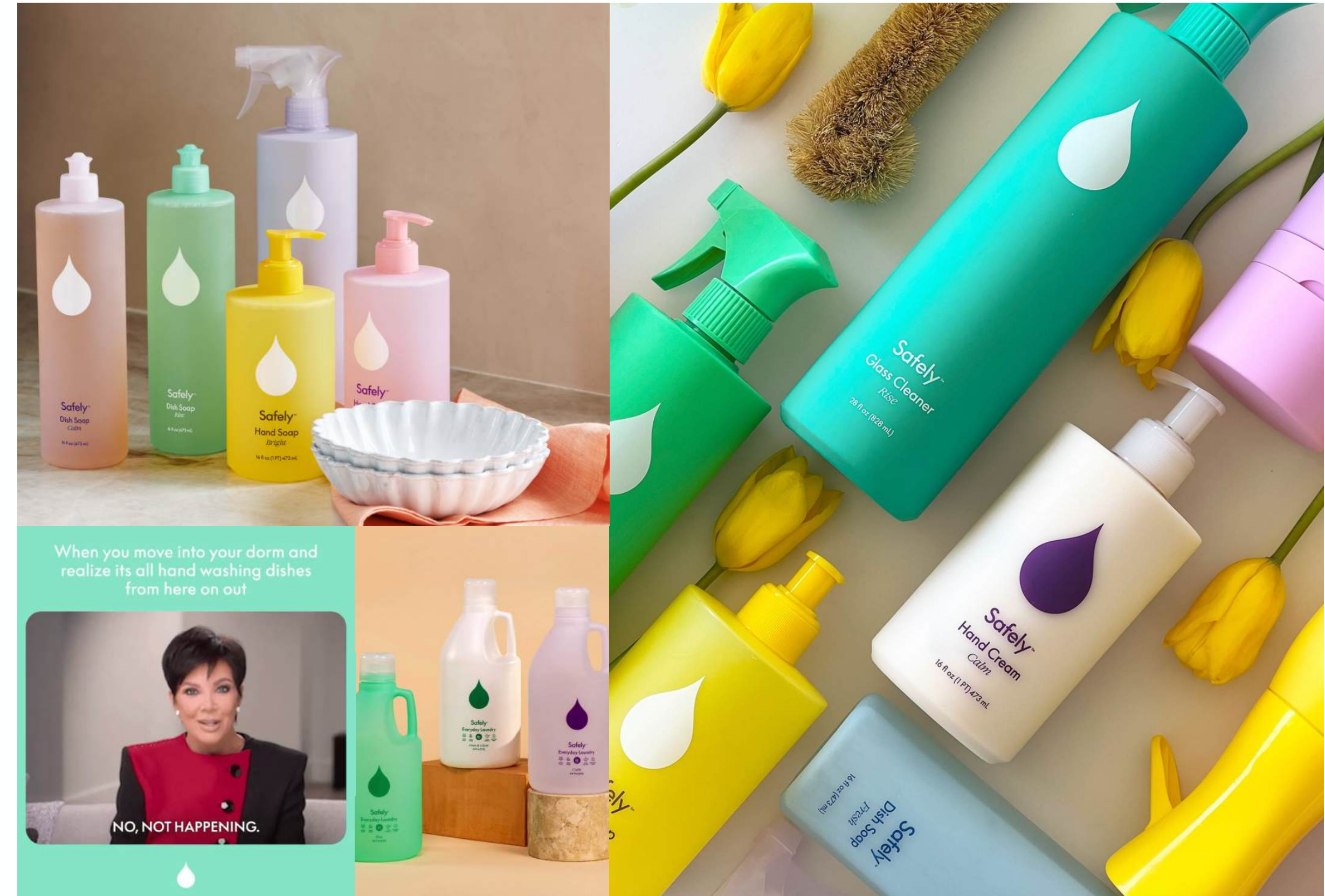
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Safely

What began with a range of green bottles, aptly coloured to convey the planet friendly and family friendly approach, has now grown to a rainbow of natural cleaning solutions featuring 'sophisticated layered fragrances', from founders Kris Jenner and Emma Grede. Both mothers (one more famously so), each speak to their own personal drive to care for their family through home care.



Brands should tap into the **Track & Trend** consumer attitude to leverage their desire to feature the hottest products for their friends, family and followers. In their pursuit for trending brands, they align with the Beauty Harmonist, Tech Voyager and the Wellness Trailblazer, who seek innovation of the moment.

How brands can engage with this consumer attitude:

Rapid Adoption:

These consumers are quick to adopt the latest products, helping brands gain quick market traction with new launches.

Influence on Market Trends:

Because they follow popular trends, these consumers can help propel a brand into prominence by increasing visibility and desirability.

Social Media Amplification:

Trend-following consumers are likely to share their purchases and experiences on social media, providing brands with free publicity and peer-to-peer endorsement.

Increased Sales Volumes:

By tapping into the desires of consumers who seek the latest and most popular products, brands can see a boost in sales volume during peak trend periods.

Market Research Insights:

Tracking the preferences and feedback of trend-sensitive consumers can provide valuable insights into evolving consumer tastes and market trends.

Brand Rejuvenation:

Engaging with fashionable consumers can refresh a brand's image, making it appear more modern and relevant to a broader audience.

Strategic Partnerships:

Brands can leverage collaborations with influencers and other trendsetters that this consumer group admires, enhancing credibility and reach.

Premium Pricing Opportunities:

During the height of their popularity, products can often command premium pricing, benefiting from increased perceived value.

Competitive Advantage

Staying relevant with trend followers can give brands a competitive edge, particularly in industries where being seen as current is crucial.

Customer Base Expansion

By appealing to trend followers, brands can attract a wider audience, including younger consumers eager to engage with the latest products and services.

These attitudes share a focus on staying current with trends, whether in technology, aesthetics, or wellness, making them complementary to the Track & Trend consumer. Brands can leverage this by promoting products that are stylish, innovative, and aligned with the latest trends



The Tech Voyager

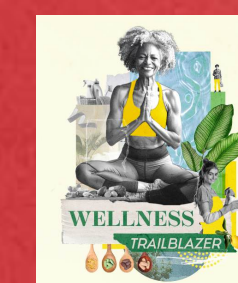
Both the Track & Trend and Tech Voyager consumers are driven by a desire to stay current with the latest developments. The Tech Voyager focuses on cutting-edge technology, which often becomes trendy.

Brands can appeal to both groups by highlighting innovation and the latest features.



The Beauty Harmonist

This group values aesthetics and current styles, similar to the Track & Trend consumer. They appreciate products that are both trendy and beautifully designed. Brands can attract both groups by emphasising fashionable and visually appealing products.



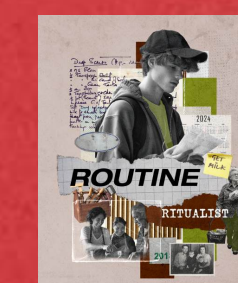
The Wellness Trailblazer

While primarily focused on health and wellbeing, this group also keeps up with the latest wellness trends. Brands offering trend-led wellness products can appeal to both Wellness Trailblazer consumers and Track & Trend followers by highlighting modern, popular health innovations for the home.



The Savvy Saver

This group focuses on economical choices and value for money, often avoiding trendy or new products that can come with a higher price tag. Their primary concern is cost-effectiveness, which contrasts with the Track & Trend's emphasis on following the latest popular products.



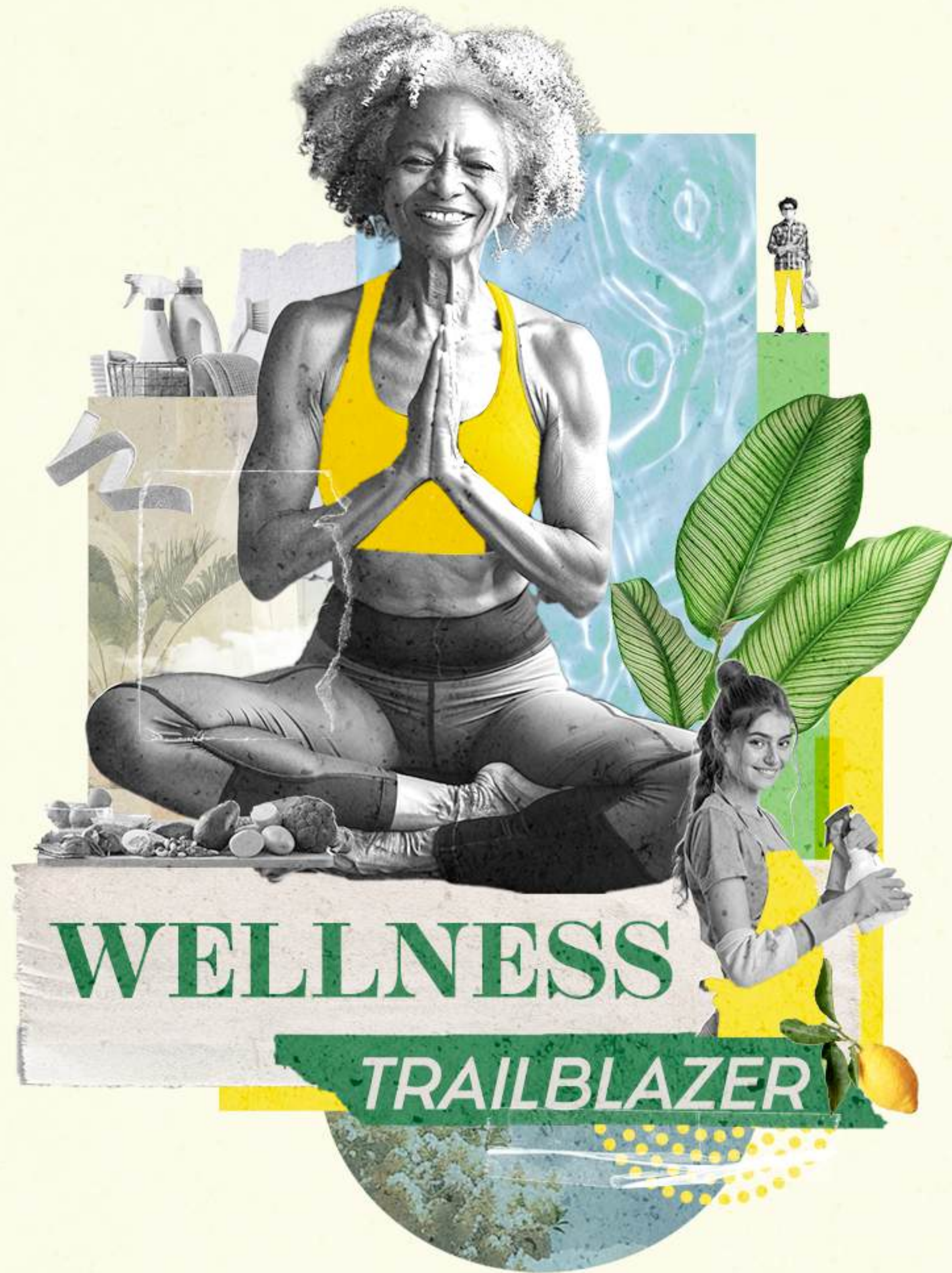
The Routine Ritualist

Preferring consistency and familiarity, the Routine Ritualist sticks with trusted and established products, showing little interest in constantly updating to the latest trends. Their focus on stability and routine makes them less aligned with the dynamic and ever-changing nature of the Track & Trend consumer.



The Eco Guardian

While they may occasionally intersect with trends in eco-friendly products, the Eco Guardian's primary focus is on sustainability and environmental impact rather than following the latest mainstream trends. Their commitment to long-term environmental benefits often takes precedence over adopting popular or trendy products.

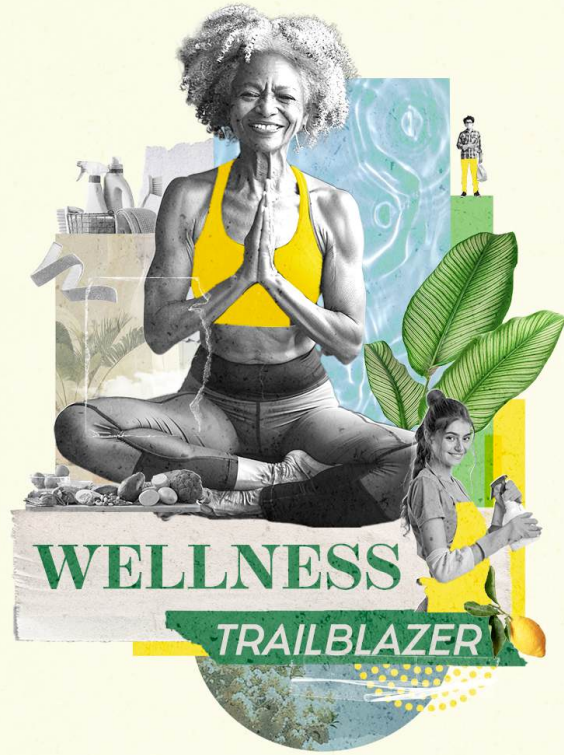


CONSUMER ATTITUDE

The Wellness Trailblazer

The pinnacle of wellness in their lifestyle, prioritising health and tranquility in every aspect. This includes products they choose for their home and their loved ones, promoting wellbeing alongside their primary functions.

Health-conscious • Tranquil • Holistic • Mindful • Wellbeing-focused
• Harmonious • Nurturing • Serene • Organic • Balanced



The **Wellness Trailblazer** seeks holistic, self-sustaining home care that cares, not kills. They seek to live with nature, not fight it. The products the Wellness Trailblazer chooses for the home play a significant role in their own personal wellbeing.

They place a high priority on natural ingredients. They recognise that their choice of products and the brands that produce them has a direct impact on the health of our planet, and therefore their own personal wellness in the impending threats global warming will have on our health.

However, “hygiene is happiness” reigns for the Wellness Trailblazer. Peace of mind about the performance of a product is valued more highly than it’s sustainability credentials.

Innovation such as microbial cleaners is welcomed, supported by studies such as the 2014 paper that revealed a 50-89% reduction in hospital-acquired infections in 3-4 weeks when using microbial instead of chemical cleaning.

This group and the household purchasing decisions they make also remain deeply affected by the pandemic. They seek products which provide them with reassurance in the positive effects for their and their loved ones’ health.

In the wake of the pandemic and the scale of those affected across all generations, the Wellness Trailblazer transcends generations.

42% of BPC product users in the US agree brands need to do a better job at explaining what ingredients they use and why.
Mintel, 2022

With heightened awareness of the risks of toxic ingredients, 36% of consumers are more likely to select products with a clean, simple label, alongside a clear list of ingredients.
NielsenIQ, 2023

45% of consumers shared that they seek products that spotlight their dedication to precautions including antibacterial and disinfecting capabilities, as well as ingredients that are non-toxic.
NielsenIQ, 2023

81% of consumers believe brands behind home cleaning products should be transparent on product packaging, from details on ingredients, to their function, as well as any associated risks.
Snipp, 2023

Influencing trends

The Rise of Chemophobia

Heightened hygiene fatigue and a move away from chemical ingredients sparks the return of all natural ingredients.

Savvy customers have more allergy awareness than ever before, and as such are beginning to recognise certain, undesirable ingredients - such as phthalates and phosphates.

Plant-based products whose ingredients are recognisable, combined with a reduction in the overall number of ingredients, is a winning combination for the Wellness Trailblazer.

Packaging which speaks with honesty and authority on their ingredients and formulations seals the deal.

Aligned with:
Beauty Harmonist

Performance > Price

Whilst there is an undeniable tightening of belts on a global scale, the effects of COVID-19 continue to be felt amongst those who refuse to sacrifice spending on high quality cleaning ingredients.

Brands who tap into the emotions of their consumers, their desire to protect their home and loved ones, will win out.

This premium household market is fuelled by these shoppers, who prioritise the performance of products in their home. Longevity is a key word that is seeping into the homeware market - innovation in formulations which work harder with less applications or uses, and can keep clothes, appliances, work surfaces cleaner for longer.

Clashes with:
Savvy Saver

Beyond the Surface

There are a growing number of products which seek to provide peace of mind to consumers whose concern is the maintenance of their appliances.

The Wellness Trailblazer will seek to ensure that items in their home which clean for them, such as dishwashers and washing machines, are also cleaned and maintained to a high standard to ensure peace of mind.

Further influenced by the after-effects of the pandemic, customers are now seeking product innovation in multi-functional cleaners which support the hygiene of their appliances.

Aligned with:
Tech Voyager

from gut to grout

Probiotic cleaning is a proven, sustainable, and safe method against dirt and odours. Approved for hospital use, it creates a stable microbiome that keeps surfaces clean longer, unlike chemical disinfectants that don't prevent recontamination or bacterial regrowth.

45%

45% of consumers seek products that spotlight antibacterial and disinfecting capabilities & non-toxic ingredients.

36%

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81%

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Microbz

Wiping out 99.9% of bacteria isn't necessarily always the right solution. Microbz offers multi-purpose cleaners which come with the assurance of allergy-friendly, non-toxic and 100% natural microbial strains - 15 diverse strains to be exact. This varied mix of active ingredients supports a more harmonious relationship with the body by eschewing chemicals that can be harmful to our health when used in cleaning products that come in contact with our skin.



Lively

The capabilities of probiotic cleaning ensures that dirt, odour and bad bacteria is eliminated at a microscopic level. Faultless Brands, in partnership with Z BioScience - pioneers in probiotic cleaning technology - brought these biodegradable, fragrance-free and pH-neutral to market, answering a demand from health-conscious consumers who wish to avoid chemicals in their home. Probiotics essentially “eat” away dirt, whilst producing natural cleaning agents, ‘biosurfactants’, to “starve bad bacteria of their resources”.

simple solutions

Wellness in pure and simple forms are music to the Trailblazer's ears. Whether subtle forms of technology seamlessly-introduced to the home or compact cleaning solutions.



Birdie

This award-winning, playfully-chic Fresh Air Monitor™ features a canary crafted from recycled materials, which will play dead when the CO2 levels reach a harmful level of 1,000ppm+. This simple but beautifully crafted idea aims to call attention to when you should open a window to allow fresh air to circulate. It supports the alleviation of conditions such as asthma and allergies, aiding a better night's sleep, as well as helping to boost concentration and productivity.

45%

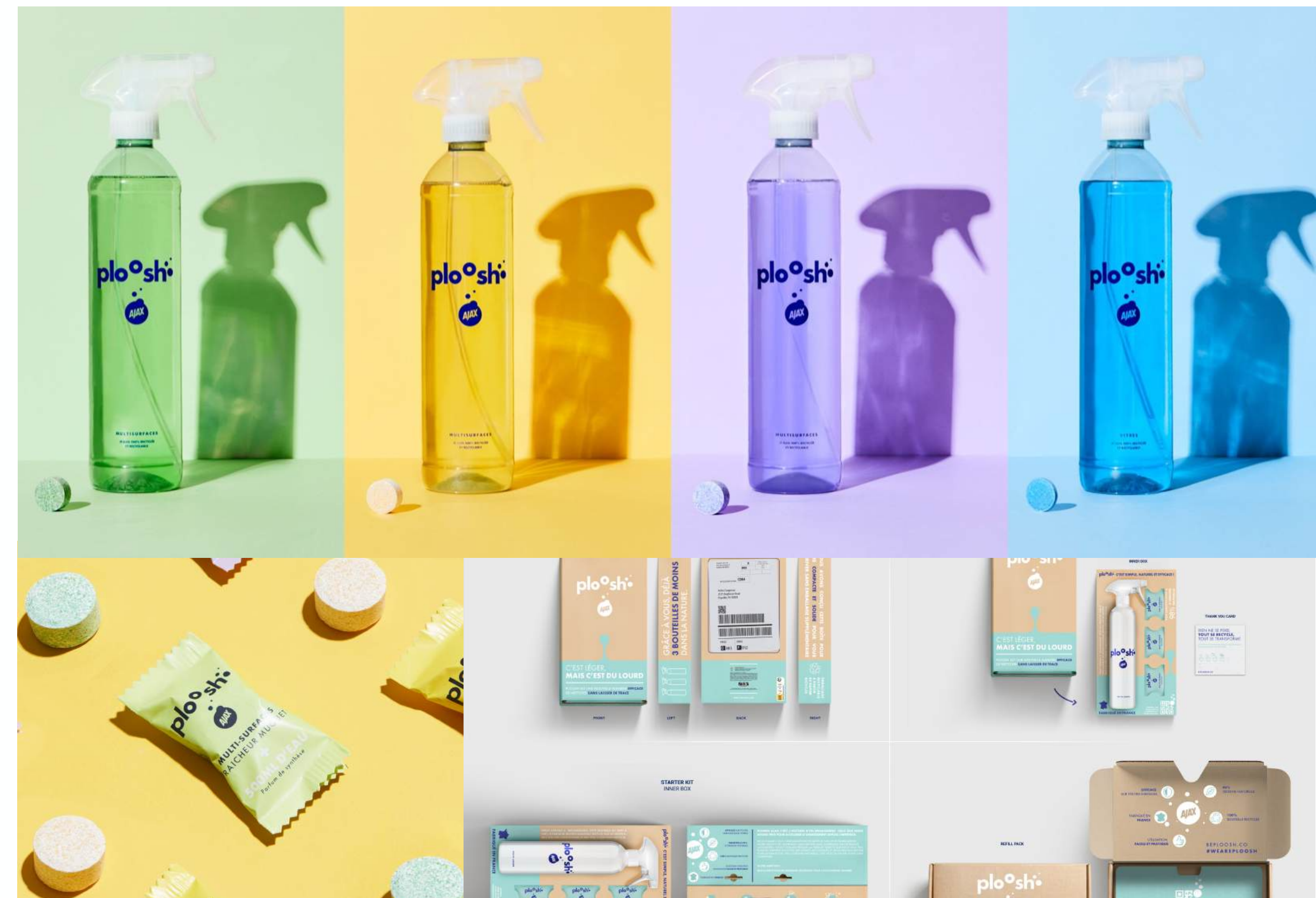
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Ploosh

Colgate-Palmolive's Ajax sought to bring a zero waste product to market which overhauled the use of water in cleaning products, without sacrificing any of the efficacy consumers seek in their home care products. The tablet - which features 97% natural ingredients - is delivered in a recyclable paper sachet, alongside a durable, refillable, reusable bottle to activate the tablet. Packaging is designed in such a way that customers can receive it through their letterbox, to support brand loyalty through ease of engagement.

kind clean

The importance of all natural ingredients and products are of prime importance when we consider how often cleaning solutions come into contact with our skin.

45%

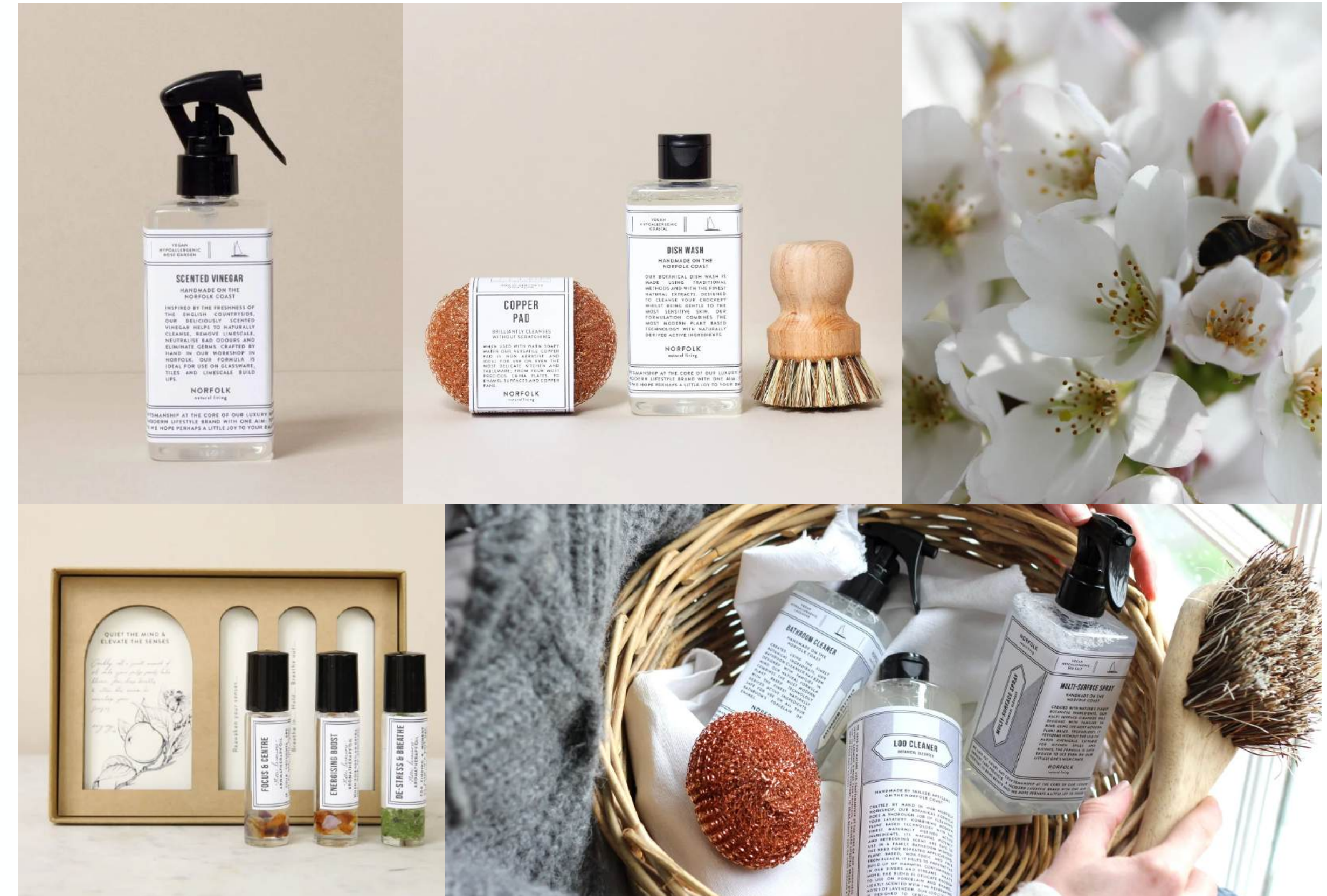
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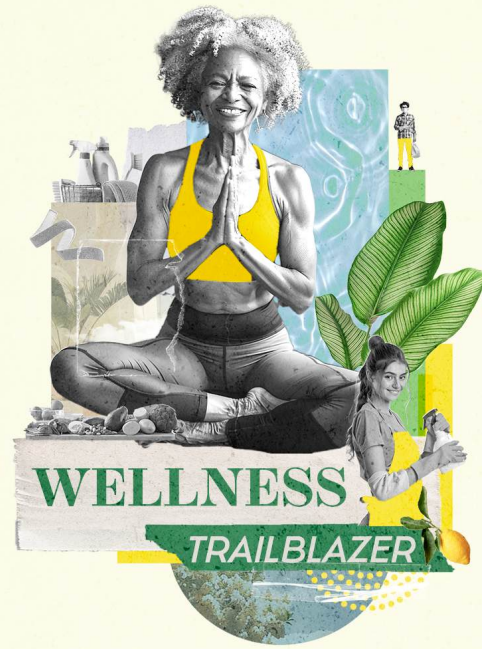


Laverée

When the clothes we wear are in constant contact with our bodies, it is surprising that more detergent brands have not followed in the footsteps of Laverée. These luxury laundry products are crafted using skincare-grade and hypoallergenic ingredients which are free from chemicals, toxic dyes, and endocrine disruptors - yet their five efficacious, all-natural stain-fighting enzymes beat the industry standard of three. Their clean, sleek packaging reflects the body and planet-friendly formulations, gentle on clothing and kind to even the most sensitive skin, including baby's.

Norfolk Natural Living

Described as “a slow-luxury home care and wellbeing brand”, Norfolk Natural Living seeks to maximise on the pleasure to be gained from everyday rituals, to create cleaning products which do more than simply clean - they nurture your wellbeing. Inspired by the lavender fields and sandy beaches of its locale, these biodegradable, non-toxic, bleach and chlorine-free products champion plant-based ingredients and therapeutic blends, to promote overall wellness of its customers.



Brands should tap into the Wellness Trailblazer consumer attitude to meet the rising demand for holistic health products. Aligning with neighbouring attitudes like the Eco Guardian, Beauty Harmonist, and Tech Voyager, which value sustainability, aesthetics, and innovation, unlocks significant marketing potential and attracts wellness-focused consumers.

How brands can engage with this consumer attitude:

Premium Pricing:

These consumers often value quality over cost and are willing to pay more for products that align with their wellness goals.

Brand Loyalty:

Due to their focus on holistic health, once these consumers find a brand that meets their wellness criteria, they are likely to remain loyal.

Market Influence:

As trendsetters in the wellness space, their preferences can shape industry standards and influence the broader market.

Cross-Selling Opportunities:

Since their interest in wellness extends to all aspects of life, there are opportunities for brands to cross-sell across different product categories, from food to fitness to home decor.

Positive Brand Association:

By aligning with wellness values, brands can enhance their reputation and be viewed as advocates for health and wellbeing.

Building Communities:

Brands which create a platform for these consumers to connect with one another - and the brand itself - have an opportunity to build an authentic, long-lasting connection with them.

Purposeful Collaborations:

Where your brand may not deliver on every aspect or another sector provides access to a group of potential consumers, collaborations with like-minded brands and/or influencers opens doors.

User-generated Content:

As an impassioned group of consumers keen to share their voice, the potential for UGC is high amongst the Wellness Trailblazers, helping to build a bank of authentic content for your brand.

Customer Service Credentials:

Building further on the importance of authenticity, brands which have a robust customer service system have the opportunity to build a very positive reputation with existing and potential customers.



These attitudes all emphasise inner and outer wellbeing, whether through innovative technology, beauty through design, or through kindness to the planet, making them aligned with the Wellness Trailblazer.



Eco Guardian

Both the Wellness Trailblazer and Eco Guardian prioritise health and wellbeing, with a strong emphasis on sustainability and environmental impact. Products that are eco-friendly and promote overall wellness will appeal to both groups, as they value holistic health and sustainable living.



The Beauty Harmonist

As a group that values beauty and harmony in their space overall, seeking inner peace and wellbeing in products for their home make them natural allies of the Wellness Trailblazer. Brands that emphasise the aesthetic and functional design of their technology can capture the attention of both tech enthusiasts and those who value harmonious design in their environment.



The Tech Voyager

While primarily focused on the latest technology, the Tech Voyager is interested in innovations that enhance their personal health. Cutting-edge wellness technologies, such as fitness trackers and smart health devices, can attract both Wellness Trailblazer consumers and Tech Voyagers by combining innovation with wellbeing.

These attitudes prioritise different aspects of consumer behaviour—cost-efficiency, trendiness, and routine—which do not inherently align with the Wellness Trailblazer’s focus on holistic health, wellbeing, and balance.



The Savvy Saver

This group prioritises economical choices and value for money, often focusing on cost-effectiveness over health and wellness benefits. Their primary concern is reducing spending, which may not align with the Wellness Trailblazer’s focus on premium, health-oriented products.



The Track & Trend

This group follows the latest trends and mainstream popularity, which may not always prioritise health and wellbeing. Their focus on staying current with popular products can sometimes lead to choices that are fashionable but not necessarily aligned with the holistic wellness values of the Wellness Trailblazer.



The Routine Ritualist

Preferring consistency and familiarity, the Routine Ritualist values stability and established habits. Their reluctance to adopt new health and wellness products - unless they fit seamlessly into their routines - contrasts with the Wellness Trailblazer’s openness to innovative and holistic wellness solutions.

CONSUMER ATTITUDE

The Tech Voyager

On a consistent and committed journey through the realm of technology, the Tech Voyager explores advancements and innovations with dedication and enthusiasm in their everyday life.

Enthusiastic · Dedicated · Tech-savvy · Innovative · Committed · Explorer · Progressive · Inquisitive · Engaged · Forward-thinking



TECH

VOYAGER



The **Tech Voyager** seeks to introduce the latest advancements in technology capabilities to their home - which they have likely designed themselves from scratch to allow these advancements to be seamlessly integrated.

They seek to simplify their lives, utilising AI to learn their habits and predict their needs.

A smaller number, their purchasing power is influential through their larger disposable incomes. They therefore include those from older generations with greater spending power, as well as younger, affluent individuals, couples and young families.

However, with the IoT standard – Matter – now included in a growing number of common appliances, a Tech Voyager with only a smartphone can indulge their passions.

Their clean aesthetic and highly modern influences make them advocates of the sustainability movement, expecting their technology and AI capabilities to deliver the products which are not only the highest performers, but the greenest.

The smart home market in the US was forecast to increase steadily between 2023 and 2028, to a total of 39.7 million users, an increase of 62.59%.

Statista, 2023

The worldwide smart home market is valued at \$98.8 billion in 2024. By 2032, this is expected to reach \$250 billion.

FutureMarketInsights, 2024

Whilst economic downturns signal a drop in sales of major appliances, “sales of multi-functional smart products have grown...in 2022, robot sales grew by 2%, while vacuum cleaner sales dropped by 6%...washing machines with extra drum clean functions saw a 12% sales growth, despite a 5% drop in total sales.”

Snipp, 2023

Matter, the IoT Standard is now compatible with devices and appliances from over 200 companies including Apple, Google, Samsung, Philips, Amazon, Bosch & IKEA.

The Verge, 2023

“On average, 39% of time spent on any domestic work task could be automated within the next ten years.”

The University of Oxford, 2023

Influencing trends

It's a Matter of Connection

The growing application of AI in the home is supported by appliances which are capable of adhering to the new Internet of Things (IoT) industry standard, Matter.

From mini applications such as light bulbs and home heating, to bigger appliances becoming aligned with one another to behave efficiently, the capabilities individuals have at their fingertips are growing at pace.

Not only does the synchronisation of appliances allow for more efficient energy use and a greener footprint, a connected home can also learn your habits. It is therefore possible for your home to operate to your personal standard, quietly and efficiently.

Aligned with:
Routine Ritualist

Aerosols & Air Quality

Certainly influenced by the pandemic and new ways of working, the quality of our home environment is of greater importance than ever before. Air sensors allow users to track this quality.

The use of air sensors also creates a tangible causality between air quality and the use of certain aerosol/spray products, prompting demand for more natural alternatives.

Brands which can rise to the occasion in providing alternative solutions to harmful ingredients will flourish.

This also links to products which can track and support air quality, linked to allergens and the microbiome of the home.

Aligned with:
Wellness Trailblazer

Farming Gets Personal

CES 2024 demonstrated the advancements launching in indoor farming, with a growing number of solutions available.

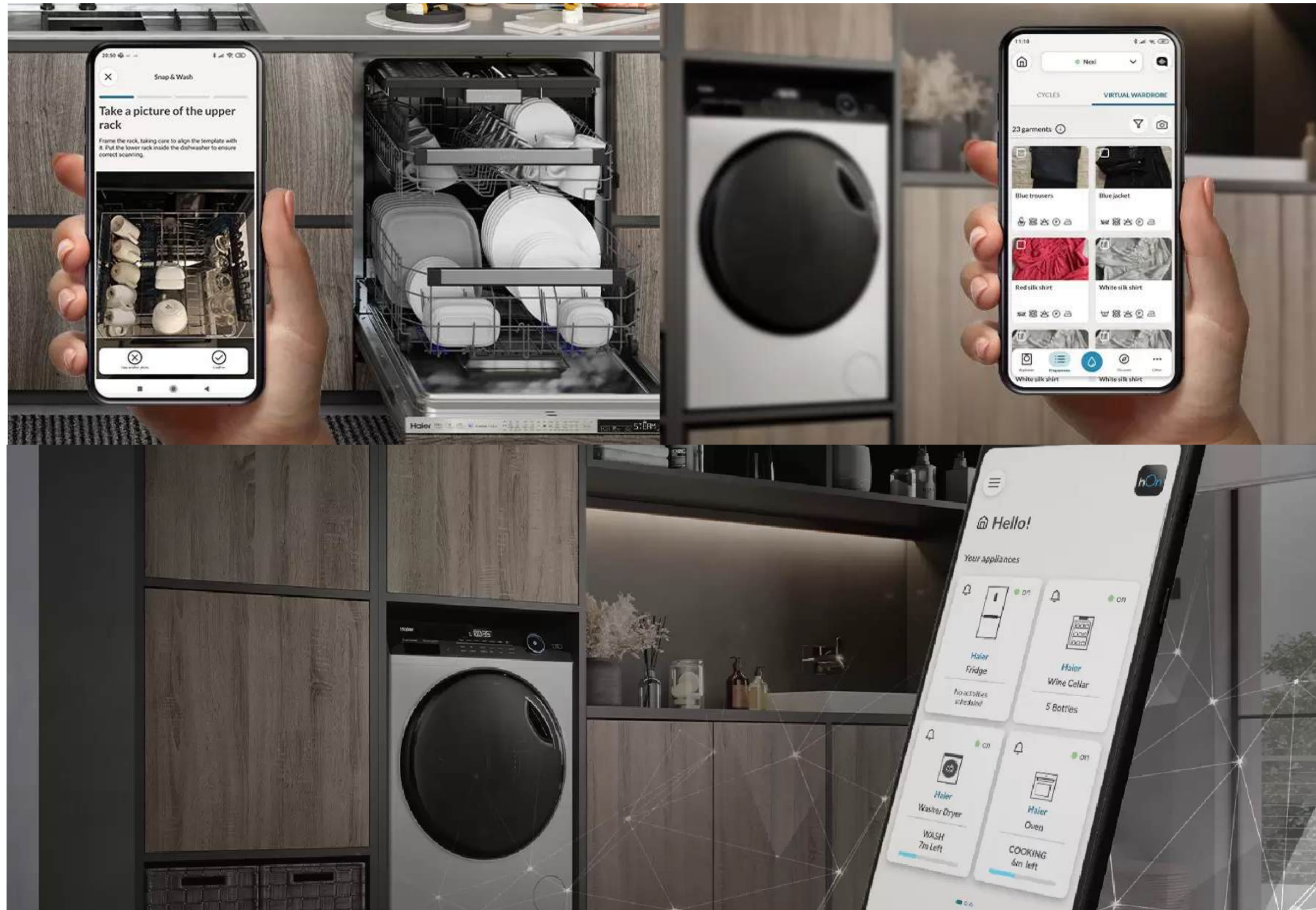
Tapping into smart home technology to support sustainable growth of produce at home, users can monitor and adjust everything plants need to grow in their most ideal conditions. You can track all of this through your phone, during which time you can order the seeds and supplies to keep your efforts progressing.

The trend of those growing their own produce at home seek products which not only track the health of their produce, but can also accelerate production.

Aligned with:
Eco Guardian

smart thinking, smart washing

Advanced software guarantees that items are thoroughly cleaned on the first try, eliminating the need for re-washing or re-drying, thus saving time, resources, and money.



Haier

Dishwashers and washing machines of the future are being spearheaded by Haier, utilising apps and AI to personalise and maximise the efficiency of every load. This can also be undertaken remotely for ultimate consumer ease. Through customisation and the 'Washing Lens' function, the machine can get to know your clothes via their labels - ultimately storing a digital inventory of your wardrobe - to find you the right load setting. The Washing Lens for your dishwasher can calculate the most efficient cycle for your dishes based on a picture of your dishwasher racks.

39%

"39% of time spent on any domestic work task could be automated within the next ten years."

250
bn

The worldwide smart home market is valued at \$98.8 billion in 2024. By 2032, this is expected to reach \$250 billion.

58%

More than half of European consumers (58%) say "energy efficiency" will be a key consideration when buying their next appliance.



MiniJ

Minimalist designs enable devices to be seamlessly integrated into the home, ideal for consumers lacking a dedicated laundry room or cleaning cupboard. Chinese company MiniJ offer wall-mounted washing machines that effortlessly blend into any room. It's a clever solution...although it might be less appreciated by the neighbours.

dream machines

With more people staying home, appliances need to simplify daily tasks more than ever, achievable with the help of domestic assistants and even personable companions in the home.

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Ballie

CES 2024 saw Samsung relaunch the Ballie robot, its first artificial intelligence -powered robot assistant that monitors all SmartThings-connected objects, now featuring a projector that can display any content, on demand. Whilst this projector was championed in this relaunch moment, the smart home capabilities are what will attract every Tech Voyager; Ballie can allow users to remotely control "air conditioners, lights, laundry machines, and more". When this assistant of the future will actually be released, is still to be confirmed.



ElliQ

From homeware to caring in the home, robots can also empower vulnerable users. Dubbed "your AI sidekick for happier, healthier aging", ElliQ by Intuition Robotics is designed as a companion for lonely senior users, serving content like audio books, videos and conversation starters. Its third and latest version features generative AI integration, design tweaks that make the device lighter and smaller, and hardware updates for improved ease-of-use and the ability to scale up manufacturing.

a breath of fresh air

Sometimes it takes making your space literally greener to support a healthier environment, both in the home and out.



Natede Smart

Recently launched, Vitesy's Natede Smart doubles as an ornamental plant pot and advanced air purifier. Its design is inspired by the technology's natural and sustainable credentials, using "the power of plants and nano-materials to remove indoor air pollution." Furthermore, the Natede Smart outperforms its competitors by eliminating toxic agents it gathers from the surrounding air, rather than storing them in the unit.

39%

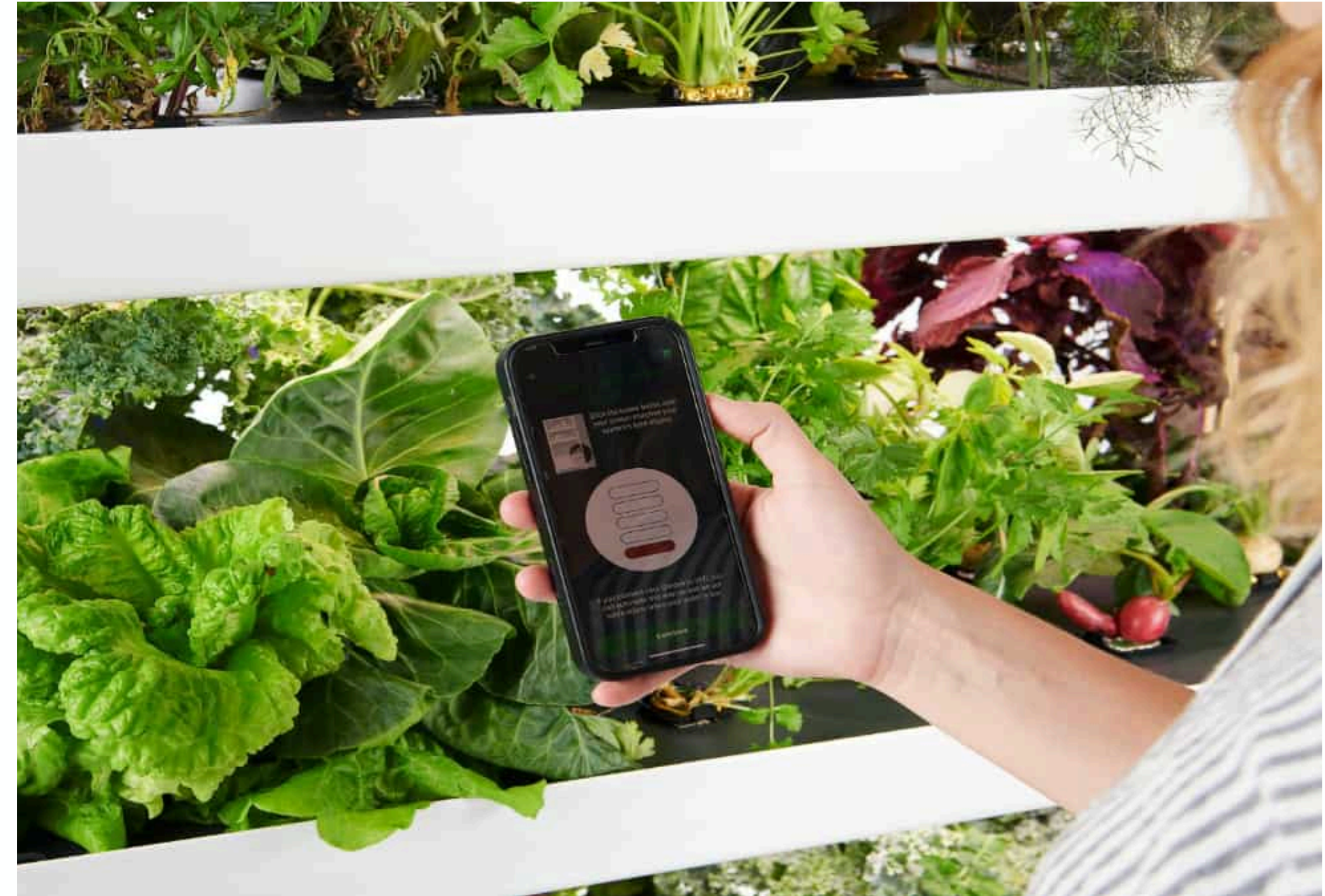
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Rise Gardens

This US company is helping enthusiasts - whether seasoned experts or a complete novices - to install 'user-friendly units' in their home. They utilise smart technology to monitor and adjust everything plants need to grow in their most ideal conditions; water, light, nutrition. You can track all of this through your phone, during which time you can order the seeds and supplies to keep your efforts progressing.



Brands should tap into the Tech Voyager's future-facing purchasing goals, feeding their appetite for products which contribute to connectivity of their home. Exploring adjacent attitudes like the Track & Trend and the Beauty Harmonist who share their value for sleek home choices, unlocks exciting market potential.

How brands can engage with this consumer attitude:

Early Adoption:

Tech-savvy consumers are likely to be early adopters of new products and innovations, helping brands establish a foothold in the market quickly.

Brand Loyalty:

By consistently meeting the high standards and expectations of these consumers, brands can cultivate loyalty among a demographic known for its enthusiasm and commitment.

Feedback and Innovation:

These consumers are often well-informed and passionate, providing valuable feedback that can drive iterative improvements and innovation in product development.

Influence and Advocacy:

Enthusiastic tech consumers frequently share their experiences and opinions with peers, acting as brand advocates and influencing the buying decisions of others in their network.

Market Trends Insight:

This consumer group is usually at the forefront of technology trends, offering brands early insights into shifting market dynamics and emerging opportunities.

Premium Pricing:

Brands can leverage the willingness of these consumers to invest in the latest technology by introducing products at premium pricing, enhancing profit margins.

Brand Differentiation:

Engaging with forward-thinking and innovative consumers helps position a brand as a leader in technology and innovation, differentiating it from competitors.

Community Building:

This consumer type often participates in forums, social media platforms, and other communities where they discuss their tech experiences, helping brands build and tap into engaged communities.

Sustained Growth:

By aligning with the progressive values and continuous learning attitude of tech enthusiasts, brands can ensure sustained interest and growth in a rapidly evolving market.

Partnership Opportunities:

Brands might find partnership opportunities with other companies that the Tech Voyager admires or follows, expanding their reach and credibility in the tech community.



These attitudes all emphasise modernity and high product standards in technology, design, and trendiness, making them complementary to the Tech Voyager. Brands can leverage this by promoting products that are technologically advanced, stylish, and on-trend, appealing to the Tech Voyager and those influenced by current styles and designs.



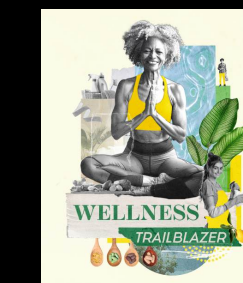
The Track & Trend

Both the Tech Voyager and the Track & Trend consumer groups are driven by a desire to stay current with the latest developments and popular products. The Tech Voyager focuses on the newest technology, while the Track & Trend follows broader market trends, including tech products when they are in vogue. Brands can appeal to both groups by emphasising innovation and modernity.



The Beauty Harmonist

This group values aesthetics and design, which can overlap with the Tech Voyager's interest in sleek, well-designed tech gadgets. Brands that emphasise the aesthetic and functional design of their technology can capture the attention of both tech enthusiasts and those who value harmonious design in their environment.

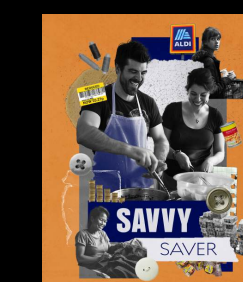


The Wellness Trailblazer

While primarily focused on health and wellbeing, this group also appreciates innovative technologies that promote a holistic approach to wellness. Brands that offer cutting-edge health and wellness tech products, such as fitness trackers, smart home health devices, or wellness apps, can attract both Wellness Trailblazer consumers and Tech Voyagers.

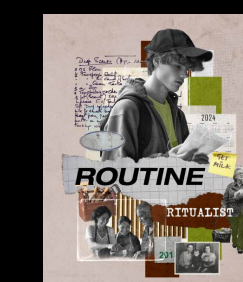


These attitudes prioritise different aspects of consumer behaviour—cost-efficiency, consistency, and environmental impact—none of which inherently align with the Tech Voyager's drive for innovation and the latest technology.



The Savvy Saver

This group prioritises economical choices and getting the best value for their money. They carefully consider their purchases, often opting for budget-friendly options and deals that offer long-term savings. Savvy Savers typically avoid the latest and potentially more expensive technologies that the Tech Voyager seeks, preferring reliable and cost-effective solutions. Their purchasing decisions are driven by practicality and financial prudence, aiming to minimise unnecessary spending while maximising utility and savings.



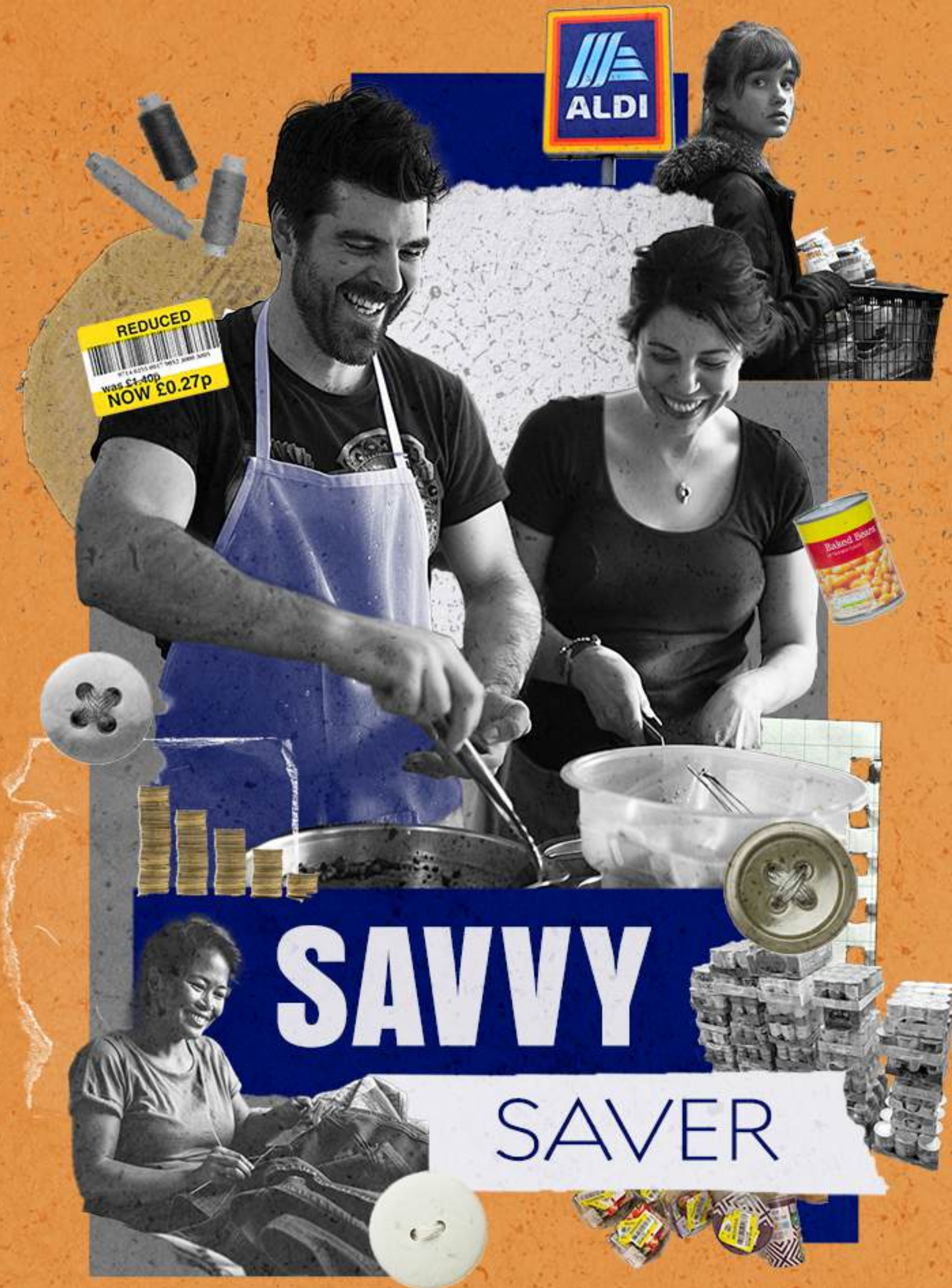
The Routine Ritualist

Valuing consistency and familiarity, this group sticks with trusted products and established habits. They are less inclined to adopt new technologies quickly, preferring items that fit seamlessly into their routines. This contrasts with the Tech Voyager's drive for the latest advancements. Routine Ritualists prioritise reliability, ease of use, and the comfort of familiar products.



The Eco Guardian

While there can be overlaps with eco-friendly technologies, the primary focus of the Eco Guardian is sustainability and reducing environmental impact, which may not always align with the Tech Voyager's pursuit of the newest tech products regardless of their environmental footprint.

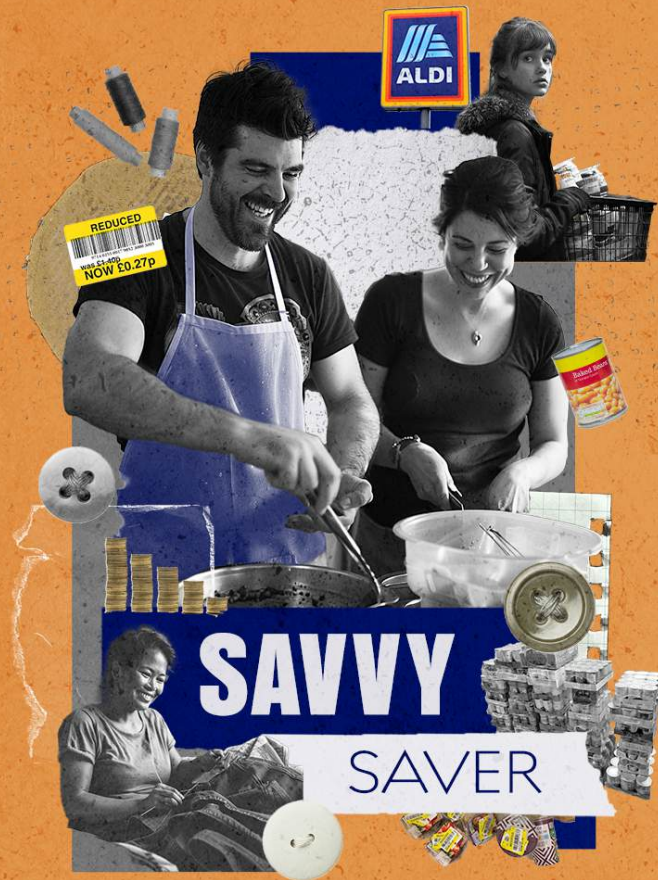


CONSUMER ATTITUDE

The Savvy Saver

Driven by a necessary desire to reduce unnecessary spending, the Savvy Saver's purchasing decisions are based upon value for money, from the cheapest option available to capitalising on deals of the moment, or strategic purchases which save them money over time.

Value-conscious • Frugal • Discount-driven • Brand-flexible • Deal hunters • Resourceful • Practical • Strategic • Economical



During this difficult period of tightened purse strings for many, the **Savvy Saver** and their attitude to spending becomes remnant of a wartime era, where home care ingredients such as vinegar take centre stage, and shared tips and tricks that take it back to the old-school are championed.

The Savvy Saver is the group most driven by the cost of living crisis, which has significantly affected their disposable income.

They feel little allegiance to individual brands; their loyalty lies more with retailers who can offer them deals on brands, or whose own-brand products are competitively-priced. Retailers will also gain allegiance from the Savvy Saver through loyalty schemes.

Due to the broad impact of the cost of living crisis, this multi-generational group spans young students, renters and first-time home-owners, as well as older generations who will likely be supporting younger members of their family.

This consumer's savviness also lies in their ability to DIY - they tap into trends they find online, creating their own cleaning solutions and sourcing tips on feeding their family frugally. They therefore align with an Eco Guardian in greener solutions that also provide a financial solution.

Inflation continues to affect spending habits, as “private label is performing better than it has previously, even in regions...with historically high brand loyalty.”
Euromonitor International, 2023

“As of January 2024, just over half of UK households were still reporting that their cost of living had increased compared with a year earlier.”
Statista, 2024

Private labels in the US have experienced 5% growth, with an average saving of 13% for customers when compared with national brands.
Snipp, 2023

Almost one third of customers across eight countries shared that they now purchase more private label products than pre-pandemic – “particularly Gen Z and Millennials.”
Snipp, 2023

Feeling the affects of inflation, in 2022 “36% of consumers bought more store-brand and generic products...2023 saw similar trends.”
National Retail Federation, US

Almost half (47%) of customers believe that smaller or local brands are more cost-effective than bigger household-name brands.
NielsenIQ, 2024

Influencing trends

Retailer Before Brand

A desire - nay, a necessity - to reduce spending is pushing consumers to abandon allegiances to major brands. Instead they are seeking the lowest costs. This is often achieved through consideration of deals and value schemes available in certain retailers.

The Savvy Saver also understands that the manufacturers behind household-name brands are often the same as private label and own brands. Therefore quality remains the same.

When combined with a dedication to innovation being demonstrated by own-brands, it is proving less and less likely that as the cost of living crisis subsides, customers will return to the brands they once shopped religiously.

Clashes with:
Routine Ritualist

Dupe Culture

Whilst it may not always be the cheapest option, dupes can allow those who aspire to luxury brands to access a look, feel and (importantly) scent of more expensive counterparts.

The growth of masstige brands in the thriving beauty industry is certainly influencing home care, as retailers introduce chic yet affordable home ranges to their shelves.

One such example is M&S, whose £5 laundry products share a scent of the sought after Le Labo's Bergamote 22 fragrance, retailing at more than £150.

Aligned with:
Track & Trend

Longevity in Home Care

Longevity is the buzzword hotting up the beauty and wellness industries, and it is not stopping there. For the Savvy Saver, longevity in home care represents value and quality.

Long-lasting, reusable and reclaimable products ensure that spending is reduced over time, but without sacrificing efficacy.

Single-use products and disposable items pose the threat of encouraging waste, which is not only harmful to the planet, it is damaging to the bank balance.

Aligned with:
Eco Guardian

trusted classics

Multi-use, efficacious and long-lasting – products which provide a multitude of cleaning capabilities are heavily relied upon by a Savvy Saver who seeks as much bang for their buck as possible.



The Pink Stuff

Now a famed and beloved core cleaning product, The Pink Stuff represents the epitome of what appeals to the Savvy Saver. The flexibility with which the product can be used inspired a range of extension products, which includes a Miracle Scrubber tool kit, floor cleaner spray and limescale gel launched in February 2024. Whilst the brand touches on its recycling efforts and its vegan-friendly ingredients, efficacy and efficiency is at the very core of The Pink Stuff.

47%

47% believe smaller or local brands are more cost-effective than bigger brands.

1/3

Almost 1/3 of customers shared they now purchase more private label products than pre-pandemic.

36%

2022 saw "36% of consumers bought more store-brand and generic products...2023 saw similar trends."



Squeaky Clean Flexi Microfibre Cloth

Iconic yellow glove brand, Marigold, announced the launch of its newly-updated microfibre cloth. Requiring only water to activate the cloth's capabilities, it can both clean and dry surfaces. The ability to rinse and use again - as well as clean in the washing machine - makes it of strong value to a Savvy Saver. Effective, long-lasting, low-cost.

a clean venture

As major brands recognise the growing influence of and the power held by private labels and own-brands, they are seeking to claim a piece of the value pie.

47%

47% believe smaller or local brands are more cost-effective than bigger brands.

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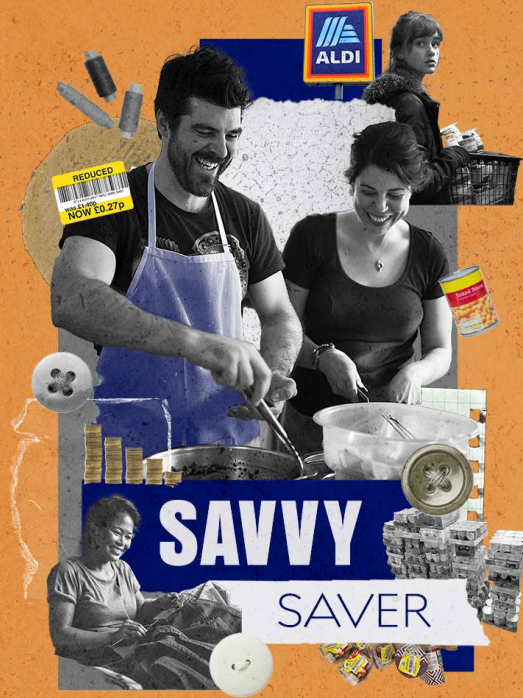
Iceland Home

Launched in April 2024, Iceland is the latest in UK supermarkets ramping up their private label efforts, as they recognise the growing demand for customers whose disposable incomes have been significantly squeezed. 35 products in the range cover all factors of cleaning the home, and cost between 75p and £2.



easyCleaning

Parent group easyCompany - the owners of well-known budget airline firm, easyJet - brings its distinctive orange and instantly-recognisable logo to value cleaning products, which certainly aim to communicate its core values of discount rates and high value.



Brands should tap into the Savvy Saver consumer attitude to leverage their cost-conscious purchasing habits and explore adjacent attitudes like the Routine Ritualist and the Eco Guardian, which also value economical and sustainable choices, unlocking substantial marketing potential.

How brands can engage with this consumer attitude:

Volume Sales:

Savvy Savers are often drawn to promotions and bulk buying opportunities, which can boost sales volumes during discount and clearance events.

Customer Loyalty:

By consistently offering value for money, brands can build loyalty among consumers who prioritise cost-effectiveness over brand loyalty.

Brand Advocacy:

Savvy Savers tend to share good deals with their network, acting as brand advocates when they find exceptional value.

Market Penetration:

Lower-priced or value-oriented products can help brands penetrate markets where price sensitivity is a key consumer trait.

Feedback for Cost Efficiency:

These consumers can provide valuable feedback on pricing and product features, helping brands streamline offerings to maximise value

Enhanced Brand Image:

A reputation for delivering value can enhance a brand's image, positioning it as a customer-centric and economically aware choice.

Increased Traffic:

Regular promotions and discounts attract more footfall or online visits, creating opportunities to sell additional products.

Data Collection:

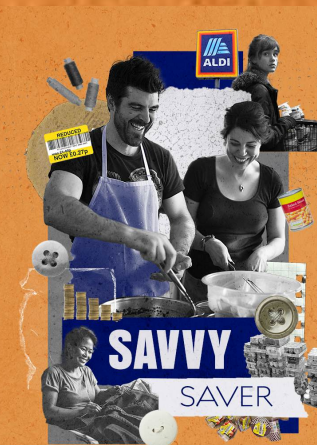
Promotions and deals that require sign-ups provide valuable data for future marketing strategies and customer behaviour analysis.

Cross-Selling Opportunities:

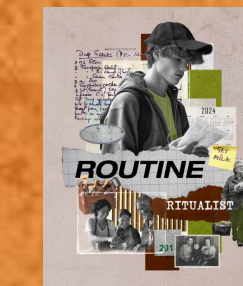
By engaging customers looking for value, brands can introduce them to other cost-effective products in the lineup.

Long-Term Customer Engagement:

By aligning with the financial goals of Savvy Savers, brands can maintain long-term relationships with a broad base of cost-conscious consumers.



These attitudes share underlying themes of strategic purchasing and long-term value, making them complementary to the Savvy Saver, who focuses on economical and pragmatic choices. Brands that can communicate the shared benefits of cost savings, consistency, and additional value (whether in health or sustainability) will likely resonate with Savvy Savers and the related consumer attitudes.



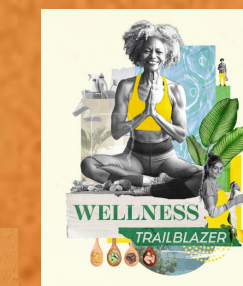
The Routine Ritualist:

This group and the Savvy Saver both prioritise reliable and practical solutions. The Routine Ritualist's focus on consistency and trust in familiar products complements the Savvy Saver's emphasis on value and economical spending. Brands that provide dependable products at a reasonable price can appeal to both attitudes, emphasising longevity and cost-effectiveness.



The Eco Guardian:

While their primary focus is on sustainability, the overlap with the Savvy Saver comes from the shared interest in long-term cost savings through sustainable choices. Eco-friendly products often reduce energy consumption and waste, which aligns with the Savvy Saver's goal to economise. Brands can market environmentally-friendly products not just as ethical choices but also as economically beneficial in the long run.



The Wellness Trailblazer:

The link here is the emphasis on long-term value and health benefits. Savvy Savers look for products that are cost-effective over time, similar to how Wellness Trailblazer consumers choose products that promise lasting health benefits. Brands that highlight both the financial and health advantages of their products can capture the interest of both consumer types.

These attitudes prioritise aspects like novelty, trendiness, and aesthetic appeal, which often come at a higher cost, making them less compatible with the Savvy Saver's focus on value for money and strategic, cost-effective buying decisions.



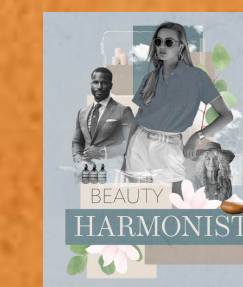
The Tech Voyager:

This consumer group's focus on the latest and most advanced technology often means they prioritise innovation and novelty over cost-effectiveness, which can lead to higher spending rather than saving. Their eagerness for the newest tech gadgets may not align with the Savvy Saver's goal of reducing unnecessary expenses.



The Track & Trend:

Followers of the latest trends and mainstream popularity, this group often purchases items based on current fashion rather than long-term value or utility. Their frequent shifts to stay in line with what's popular can lead to higher consumption and less focus on saving money, which contrasts with the Savvy Saver's emphasis on economical and strategic purchases.



The Beauty Harmonist:

Although this group does consider aesthetic quality in their purchases, they often prioritise design and beauty over cost, which may lead them to choose more expensive products simply for their visual appeal. This tendency for higher spending on premium, design-focused items does not generally align with the Savvy Saver's more budget-conscious approach.



CONSUMER ATTITUDE

The Eco Guardian

Dedicated to protecting and preserving the environment, the Eco Guardian actively seeks to safeguard our planet through a commitment to sustainability in daily choices and consumption habits.

Environmentally-conscious • Sustainable • Eco-friendly • Green • Responsible • Ethical • Protective • Resource-conserving • Organic • Earth-minded



The largest and most powerful group, the **Eco Guardian** is arguably the most influential, as a drive to be more eco-friendly is shared by many home care brands. However the Eco Guardians expect these companies to be exercising these green practises as standard, to meet their forward-thinking demands.

Eco Guardians span multiple generations, from Gen X and Baby Boomers who recognise their purchasing power, to younger Gen Zs who expect companies to prioritise sustainability as standard - and know their power in moving market leadership dial.

Recycling is seen as standard. They are becoming fatigued and frustrated with brands who don't communicate packaging recyclability clearly, as well as those which make it more difficult to recycle curb side.

They are also more knowledgeable than their counterparts, because of a dedication to researching the products they purchase, the ingredients they use and even the techniques used to create them. This group are the biggest drivers of products which move away from traditional liquid formats.

The Eco Guardian will sacrifice performance if it means the product is kinder to the planet.

In 2023, 1 in 4 consumers said their lifestyle is more environmentally friendly when compared to the previous year.

Mintel, 2023

“People are greenwashed out. They know their eco-friendly choices help to an extent but real change needs to be a collective effort. Consumers are pushing the responsibility back on businesses and won't accept empty promises or false narratives.”

*Stephen Dutton,
Euromonitor International*

Customers demonstrate greater loyalty to brands which invest in sustainability, with a rate of re-purchase up to 34%.

McKinsey x NielsenIQ, 2022

“27% of Gen Z agree that the environment has become a higher priority to them since the cost of living crisis.”

Mintel, 2023

73% eco-conscious consumers research household cleaning products to ensure they are environmentally friendly.

Global Web Index, 2022

Influencing trends

A Simplified Status

Eco Guardian's have high expectations of the brands and products they purchase. As dedicated recyclers and conscious consumers, they rely on brands to work as hard as they do to protect the planet.

From a reduced number of ingredients in formulations, to as little packaging as possible - the simpler the product, the better.

Keeping it simple also relates to how the brand communicates on the product itself.

Packaging design which states clearly and efficiently what your goods are made from, where they have come from and how to dispose of them correctly is king.

Clashes with:
Track & Trend

Banishing Bleach

Bleach alternatives are primed to accelerate in 2024 and beyond as the eco-conscious consumer prioritises not only their own health, but also the health of the planet.

There is greater understanding than ever before of the damage chemicals are causing not only to individuals, but also to water supplies and our environment.

Companies who can prove their efficiency in killing bacteria without the damaging side effects of bleach will come out on top.

Clashes with:
Routine Ritualist

Low-to-No Wash

Washing machines use up to 17% of our total water consumption. The rise of the no-wash clothing movement not only protects the environment through reduced washes, it also protects the clothing.

The Eco Guardian seeks products which can combine long-lasting fragrance with natural ingredients to complement this movement. The lasting power of a product's washing capabilities is also of high importance.

Homemade solutions like vinegar sprays, baking soda, or natural soap alternatives are also on the rise.

Clashes with:
Beauty Harmonist

longevity & laundry

Brands today are proving that consumers do not need to compromise on efficacy or longstanding support for their clothes when choosing eco-friendly cleaning options.

34%

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arbour

The US brand Arbour seeks to overcome the idea that efficacy must be sacrificed in a bid to be kinder to our planet. These commercial-grade cleaning and laundry products are based on soapbark technology, utilising plant-based, non-toxic ingredients that are powerful enough to disinfect. Formulations are grey water safe and certified asthma and allergy-friendly – “good for people, pets and the planet.”



Clothes Doctor

This vegan cleaning brand seeks to overhaul the significant issue of clothes wastage in the UK, where a reported £140 million of clothing heads for the landfill every year. The brand demonstrates the impact that nurturing the clothes we own can have, by highlighting that a clothes life cycle extended by nine months can help to reduce landfill, carbon and water footprints by up to 30% each. The range of stain removers, fabric conditioners, detergents and clothing mists help people to achieve this goal of keeping their clothes lasting for longer.

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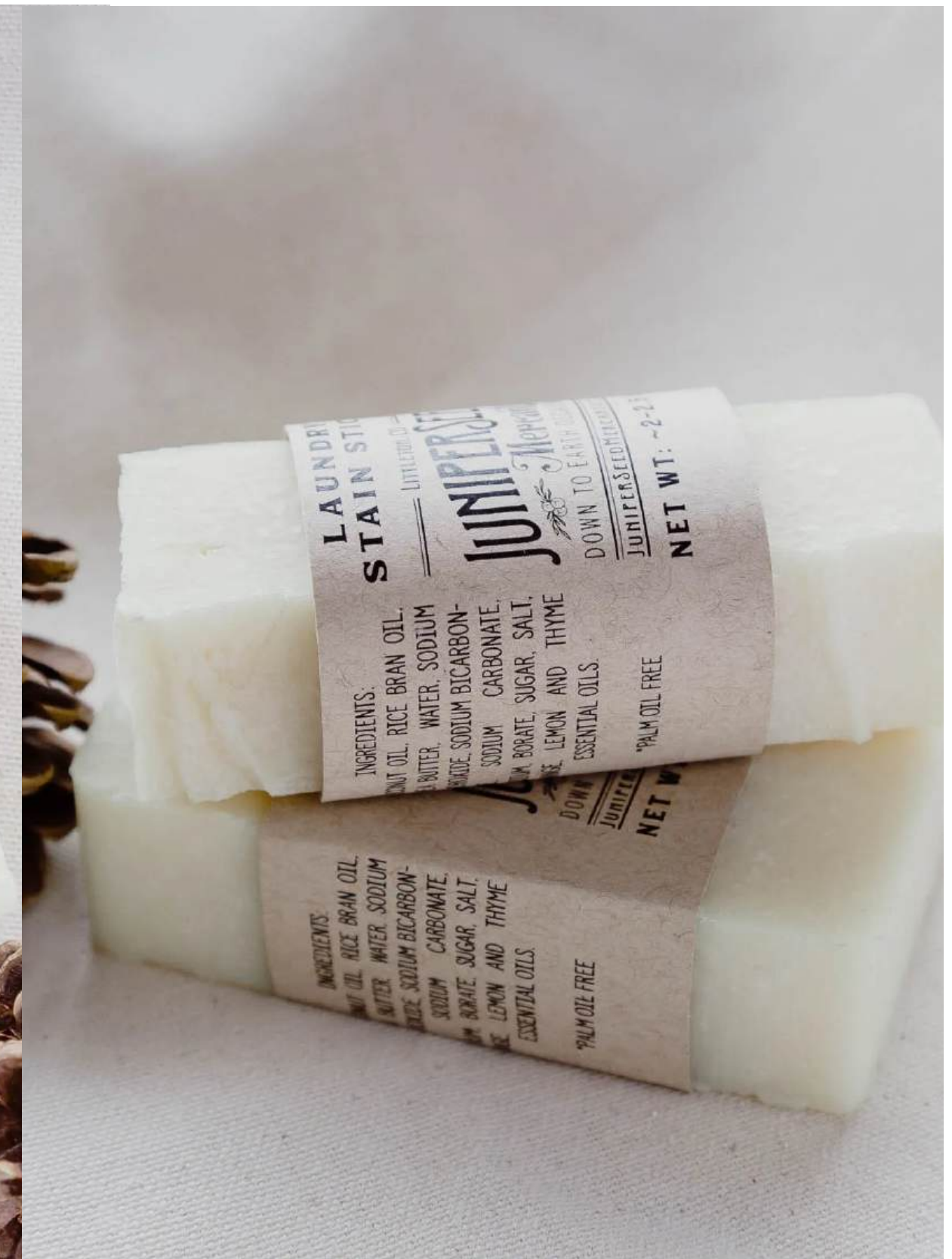
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73% eco-conscious consumers research household cleaning products to ensure they are environmentally friendly.



The Lab Co.

Another brand seeking to give long-life to your laundry, this innovative washing solution caters to individual fibres, gently cleaning whilst imbuing them with purposeful scent, such as the Sleep Laundry Wash. Natural, plant-based and biodegradable, the brand describes their products - and future ranges which will include skincare - as functional but with 'real purpose'.



Juniperseed Mercantile Laundry Bar

Taking laundry back to the golden days, this 'old-fashioned hand cut soap' is designed to tackle tough stains by pre-treating prior to washing, breaking down stains, grime, 'and other laundry mishaps'. With powerful cleaning agents mixed into the soap, only a small amount is required per use - and it can also be used when cleaning your dishes. Eco and value friendly.

everyday tech for a greener home

From engageable apps to waste disposal of the future, a growing number of solutions are available for Eco Guardians to introduce greater efficiency to their green home processes.

34%

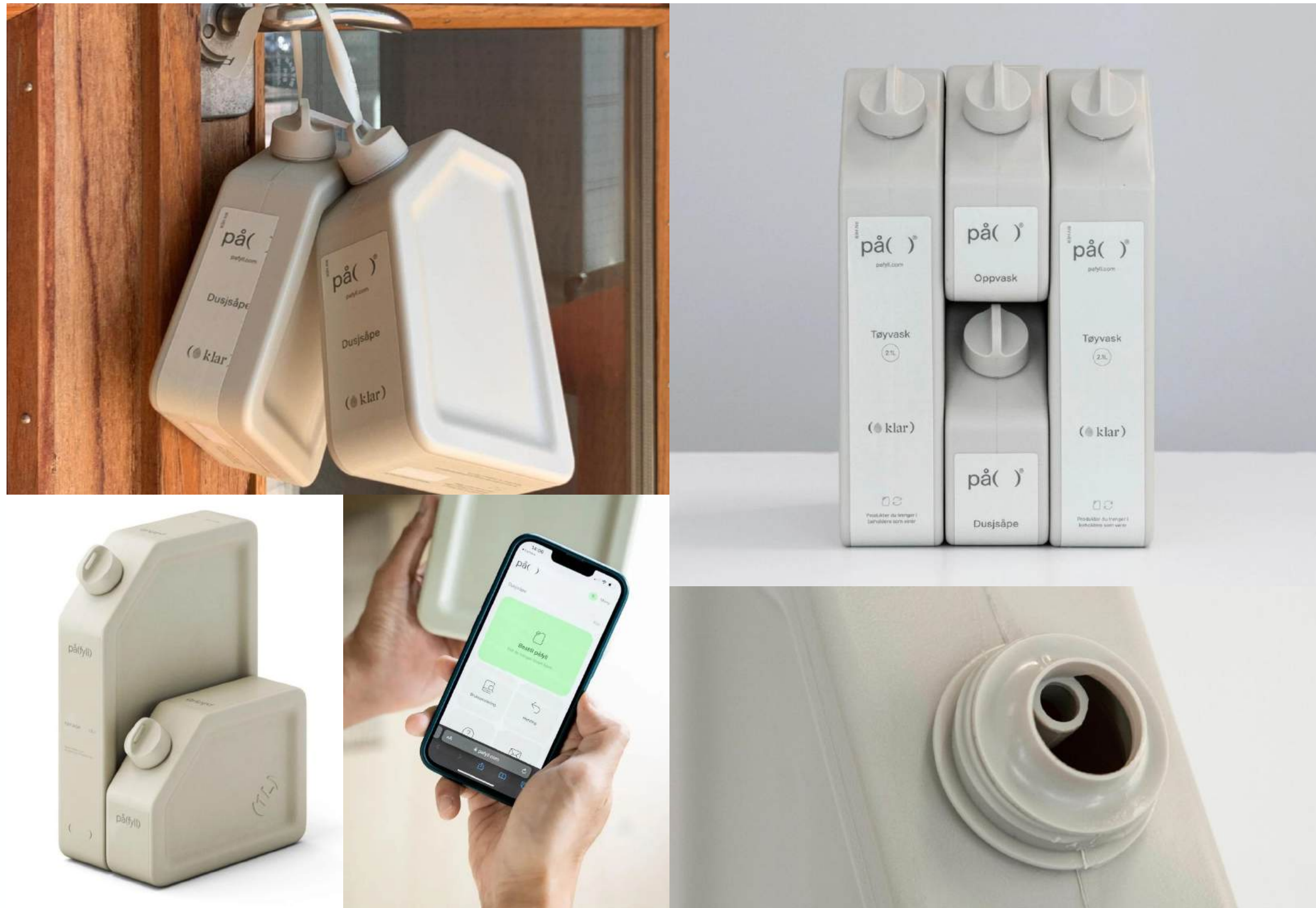
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På(fyll)

Packaging remains one of the most significant landfill issues in consumption. På(fyll) - which translates to 'pour fill' - aims to revolutionise the delivery of household products through a circular service which provides customers with refillable containers. These feature a QR code where you can order a refill and/or a collection of empty containers, simply left on your doorstep for said collection. The containers themselves are designed in such a way that they can be stored easily on cupboard shelves, inspired by books on a bookcase.



Mill Food Recycler

This new closed-loop system of food recycling recently announced the next generation of its revolutionary subscription service for waste disposal. This innovative technology "shrinks, fries and de-stinks" food scraps of all kinds, turning them into "food grounds" which can be used in your garden, donated to gardening projects. Alternatively they can be collected by Mill before they are sent to farms as chicken feed. Mill remains the only food recycling company to provide customers with the option to do more with their recycled grounds.



Brands should be conscious of the highly knowledgeable and driven consumer that is the Eco Guardian, delivering transparency and authenticity. This powerful group aligns naturally with those who recognise the importance of wellness, as well as the Tech Voyager who invests in a greener future through technology.

How brands can engage with this consumer attitude:

Brand Loyalty:

Eco Guardians are loyal to brands that share their commitment to sustainability and environmental protection, creating long-term customer relationships.

Premium Pricing:

Consumers dedicated to environmental causes are often willing to pay a premium for products that are sustainably sourced and manufactured.

Market Differentiation:

Brands that successfully communicate their environmental initiatives can distinguish themselves from competitors, attracting a dedicated consumer base.

Enhanced Brand Reputation:

Being aligned with environmental values can significantly improve a brand's image and appeal, as consumers increasingly seek out companies with strong corporate social responsibility.

Access to Niche Markets:

Sustainable products often cater to niche markets that are underserved, providing brands with an opportunity to lead in specialised categories.

Regulatory Compliance:

Aligning with sustainability helps brands stay ahead of increasingly strict environmental regulations and avoid potential fines or sanctions.

Innovation Drive:

The demand for eco-friendly products encourages innovation in product development, materials, and production processes, leading to overall business improvement.

Customer Advocacy:

Eco Guardians are likely to advocate for brands they believe in, using their personal platforms to influence others and expand the brand's reach.

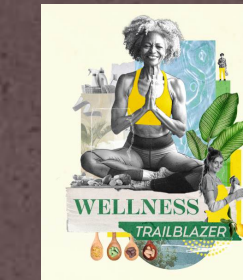
Reduced Operational Costs:

By adopting more sustainable practices, brands can also reduce waste and energy costs, leading to better efficiency and profitability.

Stronger Stakeholder Relationships:

Companies that prioritise sustainability often build stronger relationships with not just consumers but also employees, investors, and regulators, who value environmental stewardship.

Each of these attitudes shares some core values with the Eco Guardian, such as a focus on sustainability, health, cost-effectiveness, and aesthetic quality in their products. By understanding these overlaps, brands can more effectively tailor their marketing strategies to appeal to eco-conscious consumers, while also meeting the specific needs and preferences of these related attitudes.



The Wellness Trailblazer:

This consumer group values health and tranquility, often preferring natural, organic, and eco-friendly products that support holistic wellness. Their focus on health and balance aligns well with sustainable initiatives. Brands can capitalise on this overlap by offering products that enhance both environmental sustainability and personal wellbeing.



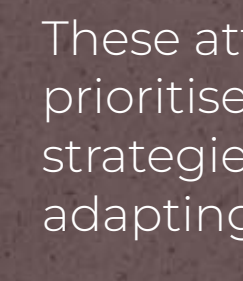
The Track & Trend:

This group is primarily driven by the latest trends and mainstream popularity, which today, often aligns with kindness to the planet. Their regular use of social media means much greater visibility and understanding of the impact of their purchases. The brands they follow and purchase from aligns with the value of their friends and followers.



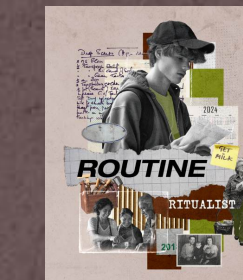
The Tech Voyager:

Primarily focused on the latest technology and gadgets, the Tech Voyager's interests often align with the Eco Guardian's dedication to environmental impact. Their passion for innovation and pursuit of new tech ensures they are sourcing the latest gadgets often powered by cleaner forms of energy, whilst integrated homes support the most efficient use of energy.



The Savvy Saver:

Primarily focused on budget-conscious decisions, the Savvy Saver will prioritise cost over all other factors, including kindness to the planet. If a brand is offering a deal on a product which features packaging that cannot be recycled, this would not deter the Savvy Saver. Where brands raise prices in order to provide greener ingredients and/or packaging, they will lose the allegiance of this group.



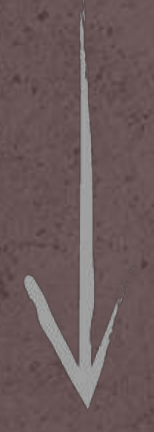
The Routine Ritualist:

This consumer type values consistency and tradition, often sticking with long-used products and habits. Unless their established routines already include a focus on sustainability, they may be less open to adopting new, eco-friendly products that require a change in their habitual consumption. Their primary drivers are reliability and familiarity, which might not necessarily align with an environmental focus, unless those habits were environmentally oriented from the start.



The Beauty Harmonist:

This attitude focuses on aesthetics and a harmonious lifestyle, which can at times intersect with a preference for products that are sustainably produced...when also beautifully-designed. Where brands design eco-friendly products whose packaging is kind to the planet yet less aesthetically pleasing, will see the Beauty Harmonist turn to other options.



The opportunities

Understanding your sector

In a space facing ongoing stifled growth due to the cost of living crisis, yet with obvious opportunities ahead (in particular for burgeoning private and own label brands), do you understand where your brand's potential lies?

Understanding your audience

Once your path to growth becomes clearer, establishing the customers who offer the potential for success and for whom your products are most desirable, is the next step in ensuring you are successful in the launch of a new brand or product. Do you recognise which consumer attitude you hold power with, and is this the audience you wish to nurture?

Understanding your product

With your audience comes a clear goal of what it takes to build a product which truly appeals to them. From ingredients and formulation, to packaging and pricing, brands must approach every stage of production with honesty, integrity and authenticity. Does your range meet the standards of the educated and demanding customer of today?

Understanding your communications

The means by which you deliver your product to your desired consumer is key. The world is retuning to the high street, and experiential retail combined with intelligent, targeted online platforms - not to mention the ongoing growth of social commerce - is an art form which must be learned in order to deliver to your target audience. Do you know where your consumers are sourcing and shopping?

Understanding your competition

No longer are you competing solely with other brands, the types of customers you may be alienating must be considered in when considering a new product or brand goal. How do you appeal to one without driving away another?

Understanding your identity

It may be that you are approaching a new product - or a revamp of your brand - in order to enter a new space or appeal to a new consumer audience. Is your brand identity clear, and are you able to retain your existing consumer base, whilst entering a mission to engage with new attitudes?





Here to help

We hope you enjoyed digesting our insights, the opportunities available within the home care sector and of course, the attitudes which consumers of today are naturally finding their allegiances lie within.

We would be thrilled to help you discover where your consumers stand, which attitudes you would like to target, and importantly, how you can reach them.

Please do not hesitate to get in touch.

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