

Green Cleaning Products in the U.S.

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Abstracts

Over the last seven years, continued consumer interest in and understanding of greener and more sustainable lifestyles has driven the U.S. market for green cleaners—including both household and laundry cleaners—to total retail sales of \$640 million in 2011, up from \$303 million in 2007. Though still a niche market segment, green cleaners continue to expand beyond the shelves of health and natural product stores to reach consumers at mass outlets—and to great success as general merchandise stores such as Walmart and Target have lead all retail channels in total sales of green cleaners.

Going forward, Packaged Facts predicts that the uncertainty of the economy, among other factors, will cause green cleaners to grow at a rate lower than the 20% compound annual growth rate (CAGR) of the last five years. Traditional green brands will drive market growth, but there are only a few with enough critical mass to support a substantially larger market.

Still, there are reasons for optimism. Growth of green products will likely outperform traditional non-green cleaners due to higher price points and loyal usage by core and converted consumers, and may accelerate if economic conditions change. In addition, the number of consumers who purchase green cleaners has increased over the last three years. Forty-one percent of respondents in Packaged Facts, online consumer survey conducted in August 2012 indicated they had purchased or used natural, organic, or eco-friendly household cleaning/laundry products within the previous 12 months. These latest findings trump already solid data from Packaged Facts' February 2009 survey.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

Scope of Report

Categories and Product Types

What Is a Green Cleaner?

Methodology

Market Size and Growth

Green Cleaner Sales at \$640 Million in 2011

Figure 1–1: Retail Dollar Sales of Green Household Cleaning & Laundry Products, 2007–2011 (in millions)

Unit Sales

Figure 1-2: Retail Unit Sales of Green Household Cleaning & Laundry Products, 2007–2011 (in millions)

Average Unit Prices Lower, Then Higher

Table 1-1: Green Household Cleaning & Laundry Products: Retail Unit Sales and Average Price per Unit, 2007–2011 (unit in millions and price in dollars)

Product Category Sales and Shares

Table 1-2: Green Household Cleaner & Laundry Products: Retail Dollar Shares by Category, 2007–2011 (in millions)

Figure 1-3: Dollar Shares by Category: Green Household Cleaners vs. Green Laundry Products, 2007–2011 (percent)

Retail Channel Sales and Shares

Table 1-3: Green Household Cleaner & Laundry Products: Dollar Sales by Retail Channel, 2007–2011 (in millions)

Figure 1-4: Green Household Cleaning & Laundry Products: Share of Dollar Sales by Retail Channel, 2011 (percent)

Market Forecast

Green Cleaners to Grow Modestly, Outpace Non-Green Products

Figure 1-5: Green Household Cleaner & Laundry Products: Projected Retail Dollar Sales, 2011–2016 (in millions)

Focus on Product Segments

Green Household Cleaner Retail Sales by Product Segment

Sales Concentrated in a Couple of Segments

Figure 1-6: Green Household Cleaners: Mass-Market Dollar Shares by Product Segment, 2008 vs. 2011/2012 (percent)

Retail Sales of Green Laundry Products by Segment

Liquid Laundry Detergents Account for Most of Category

Figure 1-7: Green Laundry Products: Mass-Market Dollar Shares by Product Segment, 2008 vs. 2011/2012 (percent)

Competitive Landscape

Highly Concentrated Market

Figure 1-8: Green Household Cleaners: Dollar Shares for Selected Mass-Market Brands, 2009 vs. 2011/2012 (percent)

Marketing and Retail Trends

When Marketing “Green” Trust Is Key

Table 1-4: Motivations and Barriers for Sustainable Purchases

Green Advertising and Promotion

Better by Comparison

Retail Dynamics

Retailers Promote Green

Private Label Opportunity for Retailers

Table 1-5: Selected Private-Label Green Household Cleaner Brands, 2012

New Product Trends

Resurgence of Activity by Traditional Green Manufacturers

Table 1-6: Selected Green Household Cleaner New Product Introductions, 2010-2012

Packaging a Focus of New Products

More Sustainable Packaging

Pouches Gain Some Traction

Design Driven for Consumer Appeal

Resurgence of Make Your Own Refills

Created by People, Not Corporations

The Consumer

Shared Responsibility for the Environment

Table 1-7: Adults Who Agree a Lot and a Little With Selected Psychographic Statements Related to the Environment, 2009 vs. 2012 (percent)

Declining Interest in Recycling

Table 1-8: Consumers Who Agree a Lot or A Little With Selected Psychographic Statements Related to Recycling, 2008-2012 (percent)

41% Say they used/purchased green cleaners within last year

Clorox Green Works Most Popular

Table 1-9: Usage Rates for Selected Brands of Green Household Cleaners, August 2012 (percent)

Consumer Perceptions of Price, Effectiveness and Availability

Table 1-10: Attitudes Toward Green Household Cleaning/Laundry Product Usage: February 2010 vs. August 2012 (percent)

CHAPTER 2: THE MARKET

Introduction

Scope of Report

Categories and Product Types

What Is a Green Cleaner?

Products Out of Scope of Market

Methodology

Market Size and Growth

Green Cleaner Sales at \$640 Million in 2011

Figure 2-1: Retail Dollar Sales of Green Household Cleaner & Laundry Products, 2007–2011 (in millions)

Growth Declines After Several Years of Gains

Table 2-1: Retail Dollar Sales of Green Household Cleaner & Laundry Products, 2007–2011 (in millions)

Unit Sales

Figure 2-2: Retail Unit Sales of Green Household Cleaner & Laundry Products, 2007–2011 (in millions)

Average Unit Prices Lower, Then Higher

Table 2-2: Green Household Cleaner & Laundry Products: Retail Unit Sales and Average Price per Unit, 2007–2011 (unit in millions and price in dollars)

Category Sales

Laundry Products Slightly Outpace Cleaners in Dollar Growth

Table 2-3: Retail Dollar Sales of Green Household Cleaner & Laundry Products by Category, 2007–2011 (in millions)

Green Laundry Products Close Gap with Cleaners

Figure 2-3: Green Household Cleaner & Laundry Products: Retail Dollar Shares by Category, 2007–2011 (percent)

Units & Prices by Category

Green Household Cleaner and Laundry Product Unit Sales Grow at About the Same Rate

Table 2-4: Retail Unit Sales of Green Household Cleaner & Laundry Products by Category: Year-over-Year Percent Change, 2007–2011

Green Household Cleaners Account for Two-Thirds of Units

Figure 2-4: Green Household Cleaner & Laundry Products: Retail Market Shares by Category, 2007–2011 (percent)

Green Household Cleaners Show Unit Gains, Average Price Declines

Table 2-5: Green Household Cleaners vs. Laundry Products: Average Retail Price

per Unit, 2007–2011 (in dollars)

Higher Prices a Barrier for Consumer

Table 2-6: Average Retail Unit Prices for Selected Green Household Cleaner & Laundry Products, 2012 (in dollars)

Channel Sales for Green Household Cleaners & Laundry Products

Mass Retailers Capture Most of Market

Table 2-7: Green Household Cleaner & Laundry Products: Dollar Sales by Retail Channel, 2007–2011 (in millions)

Figure 2-5: Green Household Cleaning & Laundry Products: Share of Dollar Sales by Retail Channel, 2007 vs. 2011 (percent)

Natural Supermarkets Decline

Figure 2-6: Retail Dollar Sales of Green Household Cleaner & Laundry Products: Natural Supermarkets vs. All Other Channels, 2007–2011 (in millions)

Table 2-8: Retail Dollar Sales of Green Household Cleaner & Laundry Products: Natural Supermarkets vs. All Other Channels, 2007–2011 (in millions)

Market Forecast

Green Cleaners to Grow Modestly, Outpace Non-Green Products

Figure 2-7: Green Household Cleaner & Laundry Products: Projected Retail Dollar Sales, 2011–2016 (in millions) Source: Packaged Facts

CHAPTER 3: FOCUS ON PRODUCT SEGMENTS

Sales by Product Segment

Green Household Cleaner Retail Sales by Product Segment

Sales Concentrated in a Couple of Segments

Figure 3-1: Green Household Cleaners: Mass-Market Dollar Shares by Product Segment, 2008 vs. 2011/2012 (percent)

Dish Detergents Lead Sales Growth

Table 3-1: SymphonyIRI-Tracked Sales of Green Household Cleaners: 2008, 2009, 2011, 2012 (dollar sales, unit sales, and average price per unit)

All Purpose Cleaner Performance Sluggish

Green Cloth Cleaners Perform Well

Retail Sales of Green Laundry Products by Segment

Liquid Laundry Detergents Account for Most of Category

Figure 3-2: Green Laundry Products: Mass-Market Dollar Shares by Product Segment, 2008 vs. 2011/2012 (percent)

Green Laundry Products Decline

Table 3-2: SymphonyIRI-Tracked Sales of Green Laundry Products: 2008, 2009, 2011, 2012 (dollar sales, unit sales, and average price per unit)

CHAPTER 4: COMPETITIVE LANDSCAPE

Highly Concentrated Market

Figure 4-1: Green Household Cleaners: Dollar Shares for Selected Mass-Market Brands, 2009 vs. 2011/2012 (percent)

Figure 4-2: Green Household Cleaner: Unit Shares for Selected Mass-Market Brands, 2008 vs. 2011/2012 (percent)

Top Green Cleaner Brand Performance

Seventh Generation Performs Well

Method Recovers and Thrives

Purex Natural Elements

Clorox Green Works Declines

Caldrea/Mrs. Meyers (owned by SC Johnson) Grows

Palmolive Relatively Small Player

Arm & Hammer Essentials Plummet

Earth Friendly Products

Simple Green Relies on All Purpose Cleaner

Planet Declines

SC Johnson's Nature's Source

Other Green Cleaner Brands

Table 4-1: Leading SymphonyIRI-Tracked Household Cleaner & Laundry Product Brands: 2008, 2009, and 2011/2012 (millions of dollars, millions of units, and price per unit)

CHAPTER 5: MARKETING AND RETAIL TRENDS

Marketing "Green"

Trust Is Key

Table 5-1 Motivations and Barriers for Sustainable Purchases

Third Party Endorsements

Illustration 5-1: Green Works DfE

USDA Pushes Biobased Products

Illustration 5-2: Seventh Generation BioPreferred Label

Partnerships Complement Certifications

Illustration 5-3: Method Partnerships & Certifications

Greater Transparency

Illustration 5-4: Green Works Ingredients

Illustration 5-5: Earth Friendly Products Freedom Code

Making Recycling Easier to Understand

Illustration 5-6: How2Recycle Labels

Making Recycling Easier for Hard to Recycle Packaging

Illustration 5-7: Gimme 5

Green Advertising and Promotion

Facebook Hot, But Only a Few Embrace

Figure 5-1 Green Cleaner Brand Facebook Fanbase, August 2012 (number of “Likes”)

Better by Comparison

Illustration 5-8: Earth Friendly Comparison to Traditional Cleaners

Illustration 5-9: Better Life Ingredient Comparison

Retail Dynamics

Retailers Promote Green

Whole Foods Eco-Scale Rating System

Illustration 5-10: Whole Foods Eco-Scale

Walmart’s GreenWERCS

Illustration 5-11: GreenWERCS

Private Label Opportunity for Retailers

Table 5-2: Selected Private-Label Green Household Cleaner Brands, 2012

CHAPTER 6: NEW PRODUCT TRENDS

Introductions Driven by Mass Marketers in Past

Resurgence of Activity by Traditional Green Manufacturers

Table 6-1 Selected Green Household Cleaner New Product Introductions, 2010-2012

Packaging a Focus of New Products

Method Breaks Tradition

Illustration 6-1: Method Laundry Detergent Pump Bottle

Illustration 6-2: Greenshield Organic Motherload 3 in 1 Laundry Station

More Sustainable Packaging

Illustration 6-3: Method Ocean Plastic

Illustration 6-4: Ecover Plantplastic

Illustration 6-5: Seventh Generation Natural 4X Laundry Detergent Fiber Bottle

Illustration 6-6: Mountain Green 4x Free & Clear Eco-Bottle Laundry Detergent

Pouches Gain Some Traction

Illustration 6-7: Liquid Laundry Detergent Pouches

Design Driven for Consumer Appeal

Illustration 6-8: Method Orla Kiely Cleaning Collection

Illustration 6-9: Vaska Packaging

Illustration 6-10: Attitude Cleaners

Illustration 6-11: Naturally It's Clean

Illustration 6-12: EcoStore USA

Resurgence of Make Your Own Refills

Illustration 6-13: JAWS (Just Add Water System)

Illustration 6-14: Replenish Reusable Concentrate Mixing and Delivery System

Illustration 6-15: IQ Cleaners

Created by People, Not Corporations

Unconventional Names Differentiate

Illustration 6-16: Better Life Line

Illustration 6-17: Eco-Me Line

Illustration 6-18: Boulder Cleaners

New Use for Common Ingredient

Illustration 6-19: Proxi

CHAPTER 7: THE CONSUMER

Note on Data Sources

Shared Responsibility for the Environment

Table 7-1: Adults Who Agree a Lot and a Little With Selected Psychographic Statements Related to the Environment, 2009 VS. 2012 (PERCENT)

Declining Interest in Recycling

Table 7-2: Consumers Who Agree a Lot or A Little With Selected Psychographic Statements Related to Recycling, 2008-2012 (percent)

41% SAY THEY USED/PURCHASED GREEN CLEANERS WITHIN LAST YEAR

Clorox Green Works Most Popular

Table 7-3: Usage Rates for Selected Brands of Green Household Cleaners, August 2012 (percent)

Demographic Differences in Brand Preference

Table 7-4: Key Demographics for Selected Household Cleaner Brands, 2012 (index)

Consumer Perceptions of Price, Effectiveness and Availability

Table 7-5: Attitudes Toward Green Household Cleaning/Laundry Product Usage: February 2010 vs. August 2012 (percent)

Brand Perception by Simmons Health and Well-Being Segments

Table 7-6: Brand Use by Simmons Health and Well-Being Segments: 2012 (index)

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