



PRESS RELEASE

For Immediate Release

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Sustainable Cleaning Products Summit Outcomes

London – The 3rd North American edition of the Sustainable Cleaning Products Summit was hosted on a dedicated online platform at the end of March. The summit discussed the sustainability implications of the coronavirus pandemic on the cleaning products industry.

These are some of the key outcomes of this virtual edition...

1. Growing cleaning culture. The pandemic has made cleaning an integral part of our lives. IRI research shows that American sales of home cleaning & laundry products are about 20% higher than pre-pandemic levels. At the beginning of the pandemic, sales surged to USD 972 million per week in March 2020. According to Kathleen Kemmet at IRI, 52% of consumers believe a clean home is a healthy home, and 58% now have a regular laundry care routine.

2. Disruption during pandemic. The cleaning products industry struggled to cope with a surge in demand in spring 2020. Manufacturers had to maintain operations with limited staff, whilst experiencing transportation issues and shortages of raw materials like ethanol and disinfecting agents. Melissa Grande from The American Cleaning Institute explained how the industry has responded in terms of operations, supply chains, and products. She sees the industry focusing more on transparency and Environmental, Social and Corporate Governance (ESG) in the coming years.

3. Green home care products. Seventh Generation and The Laundress shared their experiences during the coronavirus crisis. According to Joey Bergstein, CEO of Seventh Generation, there is greater interest in sustainable cleaning in the last 12 months. Seventh Generation is one of four green brands that has showed 85% sales growth since 2015. The 33-year old company has been a pioneer in ingredient disclosure, using natural ingredients, and moving to green packaging. Gwen Whiting, Co-founder of The Laundress shared details on how it has developed natural cleaning products. The brand is operating a flagship store in New York as well as building international distribution.

4. Cleaning products for a circular economy. Companies are beginning to design products for a circular economy. Henry Pino, President of Ecopod, presented the company's refillable cleaning products. Ecopod vending machines are in residential and retail locations, dispensing laundry detergents, dishwashing gel, and all-purpose cleaners. TerraCycle gave an update on its Loop shopping platform which sells consumer products in reusable packaging. Seventh Generation, Ecover, Tide, Persil and Love, Home & Planet are some of the home care & cleaning brands on the Loop platform. Initially launched in the US in spring 2019, Loop has now been introduced in Canada.

5. Product innovations. The plant-based trend is permeating from the food industry to the personal care & home care industries. Stew Lawrence, CEO, Cleanwell gave details on how the brand is formulating and marketing plant-based cleaning products. Ryan Lupberger from Cleancult showed how it has developed zero waste packaging; it is using cardboard carton packaging for its hand soaps, laundry detergents, dishwashing & multi-purpose cleaners.

6. Bio-Based surfactants. A growing number of detergent & home care companies are using renewable feedstock to make surfactants. According to Dwight Rust from Omni Tech International, a half of all bio-based surfactants are now used in cleaning products. His organization has partnered with United Soybean Board to make surfactants from high oleic soybean oil that are used in laundry and surface cleaning products.

7. Consumer concerns. GlobeScan presented findings of its recent study on consumer concerns. COVID-19 is the primary concern, stated by 68% of global consumers, followed by spread of human diseases (62%). Concerns about climate change (60%) and extreme poverty (57%) have remained unchanged during the pandemic. Their research shows that 57% of consumers are now willing to pay more for sustainable products. Almost half (47%) are actively seeking information to improve an environmentally-friendly lifestyle.

8. Ethical labeling trend. According to Amarjit Sahota, founder of Ecovia Intelligence (event organizer), consumers are increasingly looking for ethical labels on home care & personal care products. Labels representing environmentally-friendly products are the popular; they include Green Seal, Nordic Swan, and Blue Angel. With growing fragmentation in number and type of labels, Sahota believes the future may be with mobile technology: consumers can scan QR codes and get environmental, social & health information about the products they buy.

About the Sustainable Cleaning Products Summit

Since 2015, the Sustainable Cleaning Products Summit has been tackling major sustainability issues in the cleaning products industry. The North American virtual edition was hosted on a dedicated online platform on 23-25th March. More information is available from www.sustainablecleaningsummit.com

About Ecovia Intelligence

Ecovia Intelligence (formerly known as Organic Monitor) is a specialist research, consulting & training company that focuses on global ethical product industries. Since 2001, we have been encouraging sustainable development via our services portfolio: market research publications, business & sustainability consulting, technical research, seminars & workshops, and sustainability summits. Visit us at www.ecovaint.com

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