

# RESEARCH CONFIRMS OPPORTUNITIES FOR SAFER & MORE SUSTAINABLE HABITS BY CONSUMERS AT HOME

A.I.S.E. press release

27 March 2025

**Brussels, 27 March 2025 - A.I.S.E. releases today the findings of its research carried out in 23 countries with 4600 European citizens regarding consumers washing and cleaning habits at home as well as their perceptions of cleanliness and hygiene.**

Every 3 years since 2008, A.I.S.E. has carried out research with consumers across Europe in order to track consumers' washing and cleaning habits and their perceptions on topics such as cleanliness and hygiene, safe storage of products, interest in digital opportunities and sustainability. The comparative data over 17 years allows A.I.S.E. to follow trends and monitor the evolution in consumers' habits.

The research was carried out in 2024 and is co-sponsored by APPLiA, the European Home Appliance Manufacturers Association. The findings show that there is an increasingly positive perception of the cleaning products industry in terms of overall benefits for people, health, safety and sustainability.

European citizens genuinely care about hygiene and cleanliness at home, which has remained highly important since the pandemic. Hygiene practices are considered very important for preventing infection and handwashing is a well-established routine. Nevertheless, consumers need more clarity about what hygiene, cleaning and disinfection really mean and what is appropriate in different situations.

The survey confirms that safe storage across all product categories is on the rise since 2020. Across countries, people continue to store laundry detergents and drain cleaners more often in safe places out of reach of children rather than in unsafe places.

The survey reveals opportunities for further improvement – in terms of sustainability behaviours when doing the laundry and the dishes, fewer consumers are using low-temperature programmes compared to a decade ago and the average laundry wash temperature has increased slightly over the past decade. In terms of safe product storage, more consumers need to become accustomed to reading the label before using a product for essential safe use advice.

*“Product safety and safe use as well as sustainable cleaning and washing habits at home are important in home maintenance. This research enables our industry to better understand how the needs and preferences of consumers across Europe evolve over time. While there are positive trends, we must continue to engage users on the importance of safe and sustainable use, storing products out of reach of children and understanding that daily hygiene practices are our ally in preventing the spread of infection”,* commented A.I.S.E. Director General Alexis Van Maercke.





## About this survey

Every three years since 2008, A.I.S.E. has commissioned a pan-European survey on citizens' habits and perceptions with the market research agency Human8 (previously known as Insites Consulting). The research aims to map consumers' perceptions about the cleaning and hygiene products industry, as well as to monitor the evolution of their washing, cleaning and sustainability habits at home.

The research was carried out in 23 countries in Western, Southern, Eastern Europe, the Nordics, Ireland and the UK, with approximately 4600 respondents in total in February 2024. The data presented in this summary are the overall aggregated results for Europe, with some reporting by region for some topics. Per country, 200 respondents received online questionnaires – recruitment was done via panel, including men and women aged 18-65, responsible for purchasing laundry detergent products and using a washing machine to do laundry for the household.

A detailed summary of the findings can be downloaded at: <https://aise.eu/priorities/science-research/consumer-research/>.

## About A.I.S.E.

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators since 1952. Membership consists of 30 national associations across Europe, 19 corporate members and 23 value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe. A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

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