

RELEASE OF PAN-EUROPEAN POLL CONFIRMS THAT CLEANING AND HYGIENE IS KEY TO EU CITIZENS' HEALTH

A.I.S.E. stakeholder release

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A.I.S.E. releases today the findings of its 2020 survey with 4500 EU citizens in 23 countries, regarding their cleaning and washing habits and perception of the industry.

The survey findings confirm the increasing value of cleaning and hygiene products for European consumers as the COVID-19 sanitary crisis has reinforced the need for cleanliness and hygiene both at home and in public spaces for good health and wellbeing.

In parallel, the survey reveals opportunities for further improvement in household habits such as safe storage, lower temperature washing, better dosage and packaging sorting, whilst confirming the consumer trend of turning to digital sources to seek information instead of relying only on the on-pack labels.

Whilst already very high in 2017, even more people now value the contribution of **cleaning and hygiene at home for good health**, not only for themselves but for the people around them. This includes the need for good hygiene practices at home to prevent infections.

Outside the home, in public spaces, an increasing number of people agree that **cleanliness and hygiene in public transport, schools and offices are important and reassuring**, but that a dirty shop leaves them feeling uncomfortable. COVID-19 has reinforced that cleanliness and hygiene in public spaces is important to European citizens, and they are eager to learn more about professional cleaning standards.



Consumers acknowledge the need for products to clean their homes and workplaces in a safe, efficient and effective manner, with 33% more people since 2017 saying the industry provides products that are important for their health.



In terms of consumers' habits at home, laundry habits are fairly stable with an average wash temperature of 42,4°C. In the kitchen, the penetration and use of dishwashers continues to grow. With regard to the safe use of products, there is a general feeling that products are safe, but there are opportunities for more trust in EU legislation, as well as safer storage habits; whilst 93% of users understand the industry's safe use icon "**Always keep away from children**", 66% of families with children store their detergent safely. Overall, citizens' sustainability practices when it comes to sorting of packaging waste are good, with 51% always sorting their product packaging (increase

of 6%) but we see also **opportunities for further engaging** EU households on low temperature washing and better dosage for example.

Additionally, the survey confirms the trend to **move towards digital sources of information**, with 80% of the population interested (or neutral) in using digital technologies instead of on-pack information. This gives continued impetus to A.I.S.E.'s work to maximise the opportunities that the review of the Detergents Regulation and digitalisation will bring, to ensure a consumer-relevant, simpler product label that is complemented with easily accessible online information, to ultimately ensure greater safe use of products through better communication of hazard and safety information.

This valuable data underlines the importance of the industry's products for household and professional cleaning and maintenance. It also demonstrates the value of further communicating on the safe and sustainable use of products at home, in particular through its newly launched multi-lingual consumer portal www.cleanright.eu in February 2020. Cleanright.eu offers sound and practical advice on all aspects of safe and sustainable cleaning, highlights the essential role of cleanliness and hygiene in the home, and the importance of targeted hygiene to break the chain of infection.

A more detailed infographic summary of these findings may be downloaded at <https://www.aise.eu/our-activities/information-to-end-users/consumer-research.aspx>

Survey methodology

The pan-European survey was carried out in February 2020 in 23 European countries with 4500 respondents. To assess whether and to what extent perceptions may have changed during the COVID-19 pandemic, part of the research was re-run in June 2020. The findings published today include some assessment of the likely impact of the pandemic. A more detailed comparison of these aspects will be communicated at a later stage.

About A.I.S.E.

A.I.S.E. has represented the detergents and maintenance products industry in Europe to EU regulators for over 65 years. Through its extensive membership network of 29 national associations, 18 corporate members and 13 value chain partners, 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. www.aise.eu

For more information : Valérie Séjourné, Director Communications & Stakeholder Outreach
valerie.sejourne@aise.eu

