

General Market Trends in Cleaning

Research and insights on consumer interests and attitudes to cleaning, based on Internet search behaviour.

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Cleaning terms searches

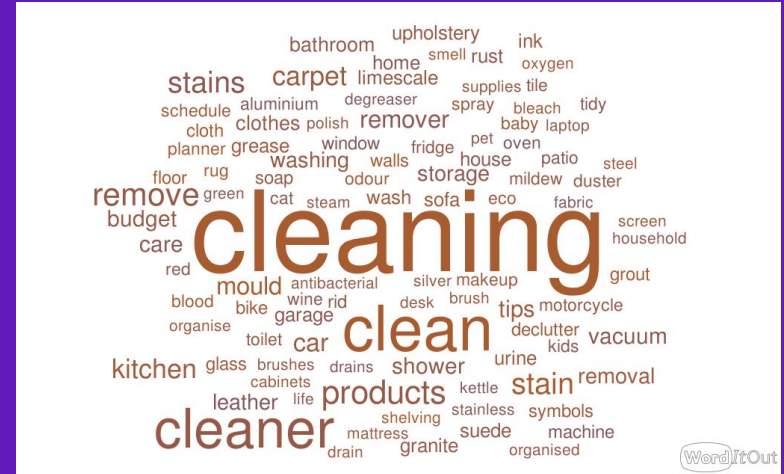


In the UK, online searches regarding cleaning average 6.005 monthly in the last 4 years. The leading keyword search is *washing machine* in this period. Other household appliances terms follow the lead. Regarding the cost per user clicks, which is what businesses are charged for their ads being clicked, there is a different drive. The top 10 highest cost per click are related to cleaning services, having the highest keyword *blocked drains* with US\$ 13,91. The average cost per click of cleaning terms is U\$ 2,08.

4 categories in Cleaning terms searches

We have created 4 categories for the 430 google search terms, based on the frequency of words appearances. These are the groups:

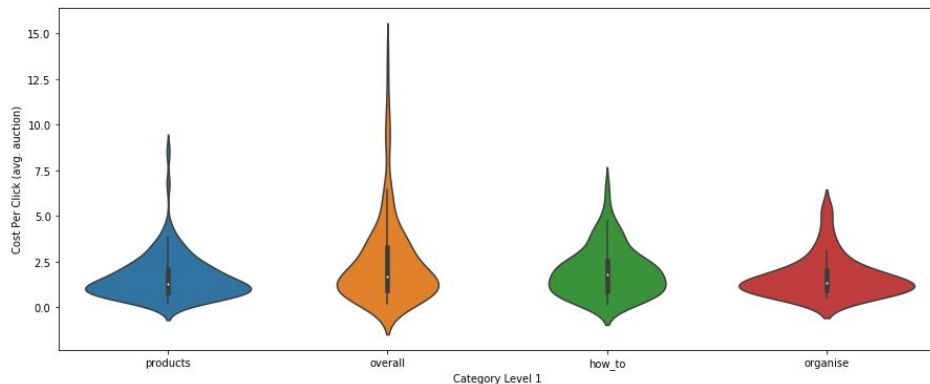
1. Products
2. How_to
3. Organise
4. Overall



Word cloud with the 430 terms

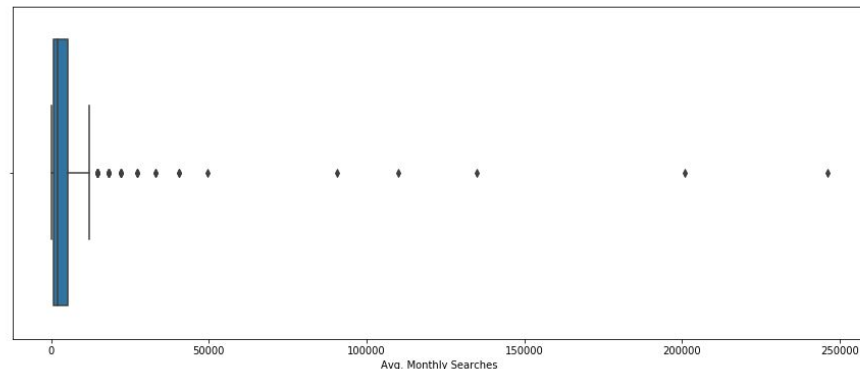
Same cost range the categories

Violinplot



Most frequent values between US\$ 0 and 2,5 for products, just like other categories

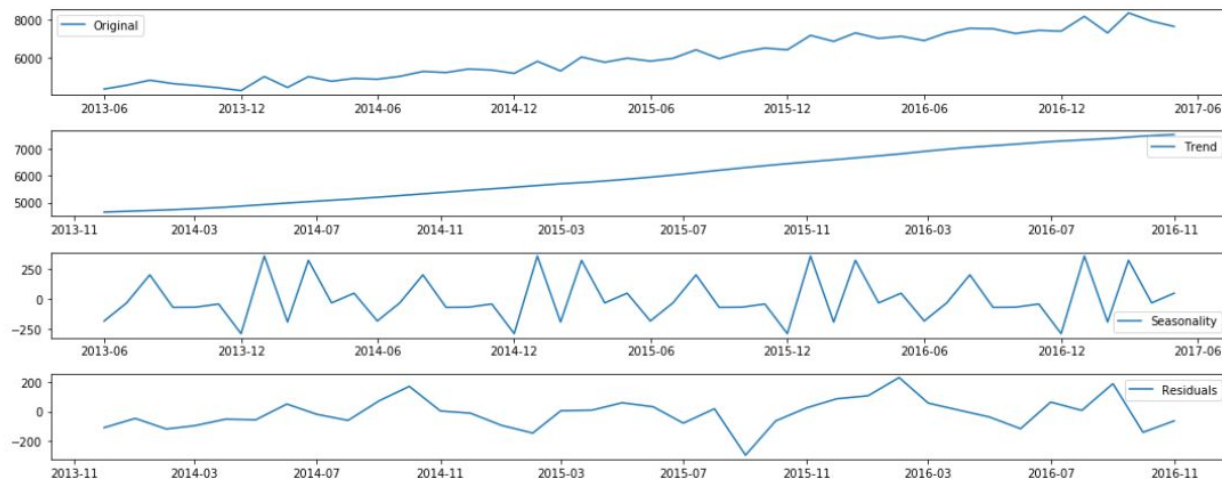
Boxplot



Highly skewed distribution and outliers

Looking how the products category behaves against the others we see that when brits look for cleaning products the cost per click isn't higher than when they look for content. This shows an opportunity to place ads in relatively low cost, because directed products terms indicates a higher willing to purchase compared to other terms like tips for example. As for cost per click variable, there isn't as many outliers, we can better see the distributions per categories. On the other hand, the monthly average searches distribution we see a log normal type, where the values are mostly in a small range, as $\frac{3}{4}$ of the searches are under 5400, but very high values above 200.0000 stretch the mean.

Cleaning a up trend with seasonality



Having the aggregate time series decomposed there is a clear view of the up trend in the number of searches. Also it is possible to see there is a seasonality and the peaks of searches are in January and March and low in December.

It's time for stain removers products

Looking into the times series of the keyword terms it is possible to see a fall in searches for stain removal tips of 57% in the last 4 years and a rise in stain remover of 203%. This shows that british consumers are less willing to learn tricks and tips on how to remove stain and wants to go for products that will do the work for them.

Top Downtrends ▼

stain removal tips 57%

patio cleaning tips 55%

stain removal 50%

soap making recipes 44%

organised home 43%

Top Uptrends ▲

barbecue cleaning 303%

makeup brush cleaner 276%

baby bottle steriliser 222%

robot vacuum cleaner 206%

stain remover 203%

