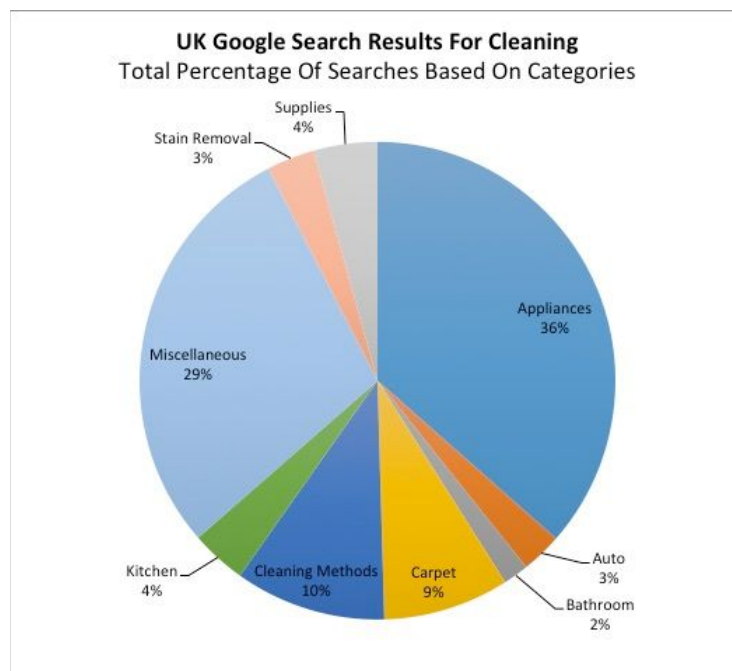## Insights Into UK Cleaning Industry

From the period of December 2013 to November 2015, the UK public initiated over 15 million Google searches relating to cleaning or cleaning products. Consumer's interest in cleaning was spread across a wide spectrum that included insight into cleaning methods and information about cleaning appliances. As a whole, the phrase "washing machine" was found to be the top ranked keyword and accounted for nearly 21% of the the average monthly searches. Figure 1 below illustrates the extent which British consumers searched for washing machines over the next nine most popular search terms. Moreover, the sum total of the next seven highest ranking search terms would be needed to match the volume held by washing machines. The chart also provides insight into how the top ranked cleaning keywords performed over the given time period. Searches for washing machines outpaced the other keyword phrases with an average of 1,400 new search requests per month. When focusing on the remainder of the top ten search terms, there is little in the way of any trending behaviour. The second most popular term "vacuum cleaners" produced a high of 60,500 searches in August 2014, but the overall trend remained relatively stagnant for the remainder of the period. This static behavior was common to the rest of the top ranked searches and indicates that consumer interest did not fluctuate or respond to monthly changes.
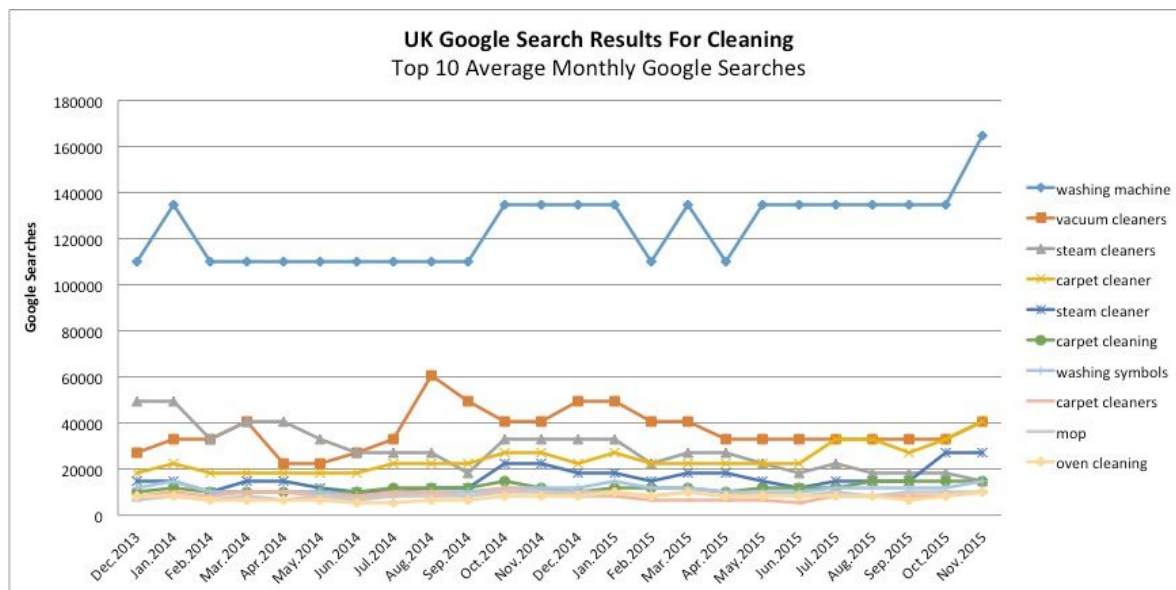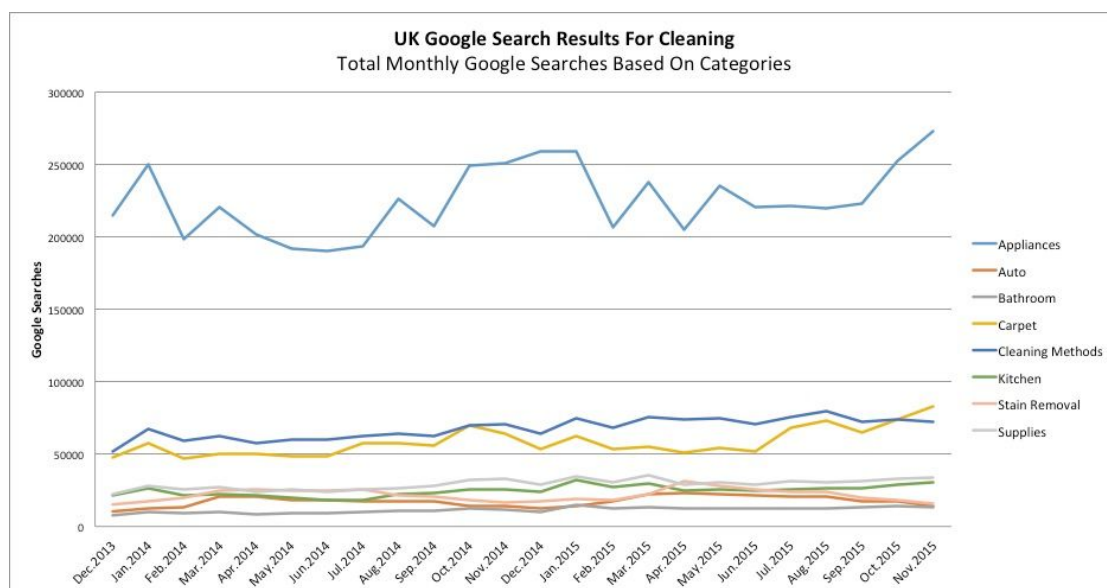

Figure 1

When the search terms were grouped into categories, a more generalized understanding of the trends was produced. As Figure 2 demonstrates, the 'Appliances' category—which included keywords related to washing machines, vacuum cleaners, and steam cleaners—possessed the largest volume of searches at 36% overall. With the exception of the 'Miscellaneous' category, each of the remaining seven categories held no more than 10% of the total average search percentage. However, Figure 3 shows that the next largest category 'Cleaning Methods' produced approximately 850 new searches per month on average. This indicates that the public had a steady interest in finding new methods for cleaning anything from carpets to silver.

UK Google Search Results For Cleaning
Total Percentage Of Searches Based On Categories

Supplies
4%
Stain Removal
3%
Appliances
36%
Miscellaneous
29%
Kitchen
4%
Cleaning Methods
10%
Carpet
9%
Auto
3%
Bathroom
2%

Figure 2

The dominance shown by the Appliances category correlates with the 'washing machine' keyword when compared to the other top search keywords. Figure 3 shows that British consumers are 5 times more likely to research information about cleaning appliances than anything related to cleaning kitchens or bathrooms. As a result, more emphasis should be placed on promoting cleaning appliances on the company's home page. The company should look to diversify their lineup of washing machines, vacuum cleaners, and steam cleaners to be the best resource for their customer. Lastly, slight increases in search traffic between the months of October and January correlate with the holiday season, and reinforce the need for the company to better display their line of cleaning appliances to capture this surge in business.

UK Google Search Results For Cleaning
Total Monthly Google Searches Based On Categories

- Appliances
- Auto
- Bathroom
- Carpet
- Cleaning Methods
- Kitchen
- Stain Removal
- Supplies

Figure 3