In 2019, the global household cleaning product market reached $212bn with a growth of 5% per year.

**Rapid growth due to:**
- Consumer shift towards natural and clean-labelled, eco-friendly products (away from perceptions of harsh chemicals)
- Reduction in non-biodegradable waste, particularly plastics
- Less time on domestic housework
- More time on leisure activities
- Rising incomes

**Technology of product formulations**
- Detergents & surfactants
- Water softeners
- Bleaches & enzymes
- Polymers (fillers)
- Foaming agents
- Colour & fluorescence additives
- Fragrances
- Antibacterials & preservatives

**Air fresheners**
- Global $13.3bn
  - UK £340m

**Powder detergents**
- Global $11.1bn
  - UK £286m

**Liquid detergents**
- Global $26.1bn
  - UK £667m

**Polishes**
- Global $3.7bn
  - UK £95m

**Detergent tablets**
- Global $9.6bn
  - UK £245m

**Manual dishwashing**
- Global $9.6bn
  - UK £245m

**Toilet care**
- Global $10.1bn
  - UK £259m

**Laundry aids**
- Global $14.9bn
  - UK £381m

**Fabric conditioners**
- Global $13.8bn
  - UK £354m

**Home insecticides**
- Global $4.8bn
  - UK £122m

**Surface care**
- Global $24.5bn
  - UK £626m

**Automatic dishwashing**
- Global $14.9bn
  - UK £381m