



Home cleaning: trend analysis

By Ali Morris, WGSN-homebuillife, 08 November 2012

For home cleaning products, value for money, high functionality and efficiency remain king.

Contemporary consumers are more demanding than ever before. They have less time, higher expectations and are much more difficult to convince when it comes to parting with their money. These factors dictate the selection of home cleaning products seen on supermarket shelves.

Overview

Compact and convenient

Heritage and health

Eco in the mass market

Scents

Colour

Leading applied colour psychology expert [Karen Haller](#) shares her thoughts about the key colour trends within the cleaning product sector.



Vanish by S.C. Johnson



Surf with essential oils at Morrisons, London



Febreze All Day Freshener at Morrisons, London



Jasmine and Passion Flower washing water at Morrisons, London

In line with the recent report on [the rise of magenta](#), Karen Haller has observed the use of a new shade of pink. "There are a lot of cleaning products now using a really cold blue/magenta pink, commonly referred to as hot pink," explained Haller. "It has a blue undertone that makes it very cold, hard and intense. I think it's a backlash against the traditional warm, soft pink, which is seen as a very nurturing, feminine and loving shade. This new shade is a bit more feisty, perhaps it's trying to get away from the notion that feminine pink is negatively seen as weak and needy."

With so many brands using the same tone, is there is a danger of the products becoming lost in the crowd?

"Using this tone of pink is more about wanting to stand out from the crowd, making it the colour version of shouting. The trouble is that everyone is trying to stand out and then the products just get lost in the noise. If the colour is overused, when you are looking at products on the shelves, you don't know where to look and you just switch off because there's nowhere for your eye to rest."

What should brands be doing instead?

"It's actually not about standing out; it's about using colours that reflect a brand's true personality, which in turn builds brand awareness. If there is a shelf of products, your eye will be naturally drawn to the ones you recognise, which is why colour is so vital and why a lot of brands trademark their colours. We register colour in our minds before we register shapes or words."



Fairy Platinum at Morrisons, London



Morrisons Essences Gold Gardenia and Vanilla at Morrisons, London



Lenor Infusions Gold Orchid



Febreze Baf Sunset at Morrisons, London



Bold Sparkling Orange and Pomegranate at Morrisons, London



Febreze Moonlight: Vanilla at Morrisons, London

What's next for colour in this sector?

"Indigo blue has been forecast as the key colour for next year by Dulux; similarly, Pantone has named Monaco blue as the top colour for spring 2013. This deep blue is a great colour for cleaning products as it has associations with the smell and the look of the deep ocean, and it implies it's a product you can trust, giving reassurance."



Fairy Non Bio Liquitabs at Morrisons, London



Comfort Exhilarations bluebell and bergamot at Morrisons, London



Ariel Stain Remover at Morrisons, London



Morrisons Invigorating Eucalyptus washing liquid

Karen Haller is one of the UK's leading authorities in applied colour psychology. Heller helps business owners to uncover their brand's authentic business personality and communicate this through colour and design consistently to attract their ideal customers.

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