

Home Care Indies: U.S. Analysis of Brands to Watch

Base Year: 2022

**To be published:
Fourth Quarter
2022**

1st edition

Home care—including surface-cleaning products, laundry care, home scent, and dish soap—continues to be in high demand following the surge sparked by the pandemic for these products. With rising concerns about the environment and the increasing usage of safe products in the home, sustainable and non-toxic brands, in particular, are on the rise, with emerging indie brands catering to these important consumer desires.

Regional Coverage: • United States

SCOPE

- › Industry disruptor brands that are independently owned have a unique selling proposition and are experiencing dramatic growth. These brands may have a PE owner/stakeholder but are not owned by a large consumer goods company or a corporate giant.
- › All key home care product categories: Surface cleaners, laundry care, dish care, hand care, and home scent.
- › All consumer channels where home care products are sold: Internet, mass outlets, department stores, specialty stores.

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Introduction

Key Takeaways

A brief analysis of findings, which will include:

- Key trends and developments
- Recent industry acquisitions and likely acquisition targets
- Future initiatives

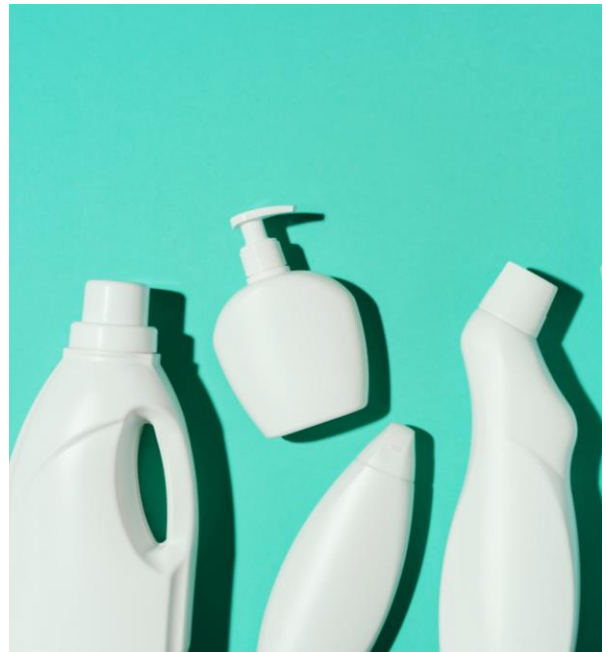
Brand Profiles

Profiles of approximately 25 brands, each of which include:

- Brand overview
- Sales and growth
- Growth drivers
- Product offerings and claims
- Hero products/Bestsellers
- Key new launches
- Promotional activity
- Sustainability initiatives
- Pricing and distribution
- Outlook

TABLE 1. ILLUSTRATIVE LIST OF SELECT BRANDS TO BE PROFILED

- | | |
|------------------|-----------------|
| • Blueland | • Frey |
| • Branch Basics | • HomeCourt |
| • CleanBoss | • Illume |
| • Cleancult | • NEST New York |
| • Common Good | • PUR Home |
| • Counterculture | • Safely |
| • Dropps | • Supernatural |
| • Fillaree | • Thymes |



REPORT BENEFITS

This report will provide pertinent information on compelling indie brands that are helping shape today's home care industry. While they may be small in terms of sales value, these brands have the potential to become tomorrow's billion-dollar buyouts. The report will:

Assess independent brands that are outpacing home care industry growth

Provide an understanding of products and concepts that resonate with today's consumers

Identify potential acquisition candidates and/or local partners

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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