



Management Summary

for

The German Cosmetic, Toiletry, Perfumery and Detergent Association



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Three Theses on the Future of Home Care

1. Everyday outsourcing: household is delegated digitally



The organisation of the household will in future be outsourced even more strongly to the virtual space. Not only purchasing will take place online in future, also cleaning plans, the distribution of tasks, appointments and reminders will be mainly organised through apps which not only help to give an overview but ideally gamify unpopular activities – i.e. provide them with a playful touch – or delegate them to networked household robots.

In a smart household the home care products can no longer be conceived separately from technology. Home care products will in future be developed and distributed increasingly in co-operation with manufacturers and service providers of smart home systems.

However, the most momentous changes by digitalisation in the field of household are not household robots and smart homes, but the return of the servants. Cleaning and washing will in future be outsourced on a standard basis to digitally recruited domestic help. On the new portals of household service providers, cleaners are staged as household heroes and experts for cleanliness and become central product ambassadors for cleaning agents. The cleaners, portals, apps and online agencies become an important interface between manufacturers of detergents and cleaning products and their customers.

The most momentous changes by digitalisation in the household are neither the household robots nor the smart home – it is the return of the servants.

2. Social cocooning: household becomes hygge



In a world of always on, alarmism, growing networking and increasing complexity, the own home experiences a comeback as a place of retreat from an overstraining, unsafe world: **social cocooning and the cosiness trend “hygge” uncouple tidiness and cleanliness from their hygienic base function and turn them into an important part of a new lifestyle** which focuses on safety, wellbeing and quality of life.

Domestic activities such as knitting or jam preservation become fashionable again, in particular also among young people. And even cleaning products which underline through their feel-good design a positive experience during cleaning can make their own contribution to social cocooning and lead to a flow experience during housework. **As a counterbalance to the permanent brain work at the PC, permanent accessibility and presence in the virtual space, housework becomes for many a wholesome activity** with physical activity and a direct connotation of one's own life. For many people conscious and sustainable consumption is part and parcel of a mindful lifestyle. The awareness for environmental protection continues to grow but is also re-interpreted as a question of quality of life. In this way sustainability is increasingly moving away from the fun-free eco-look and becomes a lifestyle topic.

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3. New role sort: household becomes a man's business



The market for home care products addressing especially new lifestyles of men belonging to Generation Y and younger will grow immensely in future. Products which target clearly a young male clientele become increasingly attractive – if they do not get into gender clichés but address their customers as individuals.

In the wake of the conquest of the household by man, home activities and competences develop from necessity to new status symbols. **Household becomes sexy, and home care products are designed increasingly according to criteria of presentability and delight in applying.** Commodities become design items, detergents and cleaning agents for aesthetically appealing and innovative devices must then get completely rid of their housewife image. In the long term the household topic will depart from the gender specificity following the real equality of men and women and the growing non-binding character of gender roles. Criteria such as quality, sustainability, efficacy and a positive cleaning experience through pleasant odours, consistency, practicability and appealing designs will replace classical gender marketing.

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Conclusion

In the household as an individual mirror of larger scale developments, the potential of future changes becomes most obvious. They are marked by interpersonal and technical novelties: the technologisation of everyday life on the one hand and the social transformation of the gender roles on the other hand play a central role.

The digitalisation will lead to a further automation wave of networked household devices, new forms of organisation and co-ordination of everyday tasks and above all a new popularity of the traditional principle of domestic help. The need to outsource home work to machines and professional domestic help is mainly resulting from the change in gender roles. The more naturally women access the labour market, the quicker the old housewife-provider model becomes obsolete – with the accompanying distribution of tasks. This does not only lead to more domestic help and smart homes but at the same time the household becomes increasingly a man's business. This in turn increases the social status of products and activities around home care: they gain in significance – and appeal. This transformation in significance is fuelled by another trend: social cocooning, i.e. the retreat to one's own home as a place of refuge and the upgrading of homeliness and cosiness, also referred to as "hygge". These countertrends to acceleration and networking place the significance of home care as part of quality of life increasingly back centre stage – as a central component for a clean, cosy and safe home.