

## Sustainability tops most important customer demands for cleaning businesses in 2023

3 years ago



Almost four in five cleaning businesses say that sustainability will be of greatest importance to their customers in 2023 – an increase of over 25 per cent from last year. The data, revealed by cleaning manufacturer and distributor, [Robert Scott](#), shows that 78% of cleaning businesses surveyed expect the sustainability of their products and business practices to top the list of their customers' priorities this year.

By comparison, in 2022 around half (51%) of respondents said that sustainability would be very or somewhat important to their customers.

Alastair Scott, sales director at Robert Scott, said: "Sustainability remains an incredibly important customer demand for cleaning businesses and it's interesting to observe such a considerable jump in the number of organisations admitting that it will be of increasing importance to their customers this year.

"This is extremely encouraging for our sector, which has historically been one of the biggest contributors to waste and contamination. We've made it a priority to inform and educate our customers on ways to reduce their environmental impact, as well as investing in innovation to bring new products to market with greater sustainable benefits. It's clear to see the impact that collectively building a greater awareness of sustainability is having on manufacturers, suppliers, retailers and their customers across the board."

When asked what the most important trends for the cleaning industry are likely to be in the next year, over a third (34%) of businesses said sustainable cleaning, while 27% cited reducing plastic waste.

However, a majority of respondents (68%) said that demonstrating value for money would be the biggest priority in the coming year. "Given the current economic climate, it's not surprising that businesses expect value for money to be a dominating trend," added Alastair. "This will need to be well-balanced with wider trends towards increased sustainability, by highlighting the long-term value for money that can be achieved by reducing environmental impact."

“Products that have strong sustainability credentials and – most importantly – evidence of green claims are likely to be more appealing to customers in the first instance. Demonstrating value for money comes when products can be incorporated to circular business models to reduce waste and keep valuable materials in supply chains, for example.”

“Products with improved durability and longevity will also make for a compelling proposition for customers and provide an opportunity for businesses to engage with end users. This is where training and education can be offered to customers added value to ensure reusable products are being used effectively to maintain optimum cleaning and hygiene standards and last longer,” Alastair concluded.