



Trending Naturally at Home

2026 Household & Cleaning Trend Report



A New Era of Household & Cleaning

Driven by a growing desire for non-toxic, sustainable, and sensory experiences, consumers are rethinking what 'clean' really means. Beyond killing germs, they want products that protect their health, support wellbeing, and care for the planet.

This report explores how that shift is shaping the next generation of home care. We dive into the rise of bio-based and probiotic cleaning innovations, designed to protect surfaces and air quality while supporting the microbiome of the home. We unpack how fragrance and emotion are transforming cleaning into a self-care ritual, and how concentrated and solid formats are driving sustainability through refill and reuse systems. We look at the growing demand for transparent, ethically sourced ingredients, and the evolution of design-led and smart cleaning solutions that blend safety, function, and aesthetic appeal.

At the centre of it all is O&3, providing the natural, traceable, and high-performance ingredients that power this transformation. From essential oils and natural waxes to carriers, O&3 helps brands build the next generation of home care formulations - non-toxic, sustainable, and emotionally connected.



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The Rise of Bio-Based & Probiotic Cleaning

The post-pandemic home has changed the way people think about cleanliness. No longer satisfied with just killing germs, consumers are now looking for products that keep surfaces safe and protect their health, safety, and the air they breathe.

According to an NIQ Survey, 45% of consumers prioritise hygiene attributes, such as antibacterial properties and non-toxic ingredients, when selecting home care products, reflecting a shift towards cleanliness being synonymous with health safety.

This shift is driving the rise of bio-based cleaning formulations, products made with probiotics, enzymes, and low-VOC (volatile organic compound) chemistries that are biodegradable and gentle. Some innovators are even positioning their solutions as 'microbiome-friendly,' a sign that the definition of cleanliness is expanding.

Harsh, chemical-heavy cleaners are under increasing scrutiny, while gentler alternatives build consumer trust.

Trade press reports show that even global players are moving quickly with Unilever's Cif probiotic variant being just one notable example, and the company's first launch with probiotics in Europe.

70% of consumers say they would like cleaning products to last longer and probiotics remain effective for up to 72 hours after being applied to a surface.

O&3 provides the building blocks for brands entering this space. Some essential oils can offer antimicrobial and antiseptic properties that can support the efficacy of bio-based cleaners, whilst natural carriers can help protect delicate enzymes or probiotic strains, ensuring formulations remain effective over time.



What are Probiotics?

Live beneficial bacteria that help balance surface microbiomes, promoting cleaner environments and reducing harmful microbes and odours.

Currently worth \$77 billion, the global market for probiotic cleaners is expected to grow 9.15% to reach \$8.15 billion by 2030.



Fragrance for Mood, Ritual & Emotion

A sensory approach, where fragrance transforms cleaning from a simple task into a wellness-driven experience, blended with ritual and a sense of nostalgia.

A new wave of surface sprays, detergents, and multi-purpose cleaners are being designed with fragrance at their core. Over 50% of household freshener buyers consider scent the most influential factor in their purchase decisions.

Whether it's a calming lavender bathroom spray, a citrus kitchen cleaner to brighten the atmosphere, or a 'hotel at home' scent to elevate daily routines, these products blur the line between functionality and self-care.

Fragrance is no longer just a 'nice-to-have', it's a differentiator. Research shows consumers are willing to pay more for products that deliver sensory and emotional benefits alongside cleaning power.

64% of Gen Z consumers are willing to pay more for fragrances they enjoy, and 26% state certain scents boost their confidence.

For brands, this presents opportunities to connect with lifestyle and wellness trends, as well as cross-sell into home fragrance.

From lavender, bergamot, and chamomile oils that support mood-led positioning, to vanilla, cinnamon, and almond oils that tap into nostalgia, our ingredient range can provide both functional and emotive options for fragrance development.

The role of fragrance is expanding beyond cleaning into broader wellbeing rituals. Candles, diffusers, and sprays are now marketed by function, such as sleep, relaxation, and energy boosting, transforming scent into a daily tool for emotional care. At the same time, nostalgic profiles inspired by baked goods, seasonal spices, or childhood comforts are winning loyalty through emotional storytelling. Both directions highlight that scent is powerful because it is personal.

O&3 can help brands translate these emotional trends into products. Our traceable supply chains allow brands to build authentic stories into their product lines.





Innovative Cleaning Product Formats

Compact formats like concentrated liquids, dissolvable tablets, powdered cleaners, and dry mixes are reshaping cleaning product design.

These forms reduce packaging, shipping weight, and overall environmental impact, while aligning with the refill ethos. Consumers simply add water at home, combining convenience with sustainability.

Industry reports, including Mintel, show growing consumer interest in cartridge-based concentrates and solid formats. Research areas focus on packaging weight reduction metrics, perceived product efficacy, shelf stability of natural ingredients, and user experience in dosing.

O&3 provides concentrated and powdered natural oils that remain stable and effective in compact or solid formulations.

Consumer interest in natural home care and fragrance products is rising sharply, with a focus on clean waxes and fragrance blends.

Soy, coconut, and beeswax blends are replacing paraffin, while essential oil-forward and phthalate-free fragrance oils address health and clean-air concerns. Consumers are willing to pay a premium for products that deliver both safety and performance.

Salsify's '2025 Consumer Research' report states that 87% of shoppers say they will pay more for products from brands they trust, with 69% of shoppers saying product quality and value are the defining factors.

O&3 supplies natural waxes and clean fragrance ingredients that enable brands to formulate products that meet these expectations. Our ingredients deliver both premium scent and functional performance, while our traceable sourcing supports storytelling and brand transparency.



Featured Natural Cleaning Ingredients

With broad portfolio of naturally derived oils, O&3 enables brands to align with consumer demand for safer, more sustainable cleaning solutions. Here are some of our current favourites...

Tea Tree Oil is a powerful essential oil with natural antimicrobial and antifungal properties, helping to eliminate bacteria and purify the air, making it ideal for hygiene-focussed formulations.

Eucalyptus Oil is valued for its refreshing aroma and strong antiseptic qualities, helping to support wellness while enhancing the cleaning power of natural home care products.

Lemon Oil is rich in limonene, a natural solvent with antibacterial and degreasing properties, offering both effective surface cleaning and a fresh, uplifting scent.



Candle Design for Function & Décor

Candles are no longer tucked away as utilitarian items, they have become design statements.

Sculptural, artisan vessels and visually striking candle collections now double as home décor. Social media platforms have amplified this trend, turning candles into aspirational objects that enhance interior styling and act as a form of personal care.

Consumers are drawn to candles that combine aesthetic appeal with fragrance, making them a centerpiece in living spaces rather than a hidden accessory, and this means they are willing to invest in decorative, premium-priced candles.

And indicating a trend towards premium, sensory fragrances, luxury perfume sales have surged, with global retail sales reaching \$64.4 billion, nearly 40% above pre-pandemic levels.

O&3 supplies high-quality natural waxes and essential oils that allow brands to create visually stunning and aromatic candle offerings. Our ingredients perform reliably across various vessel designs and refill systems, enabling both functional burn performance and elevated sensory experiences.

Flameless Alternatives

Safety, convenience, and longevity are driving a growing demand for flameless options.

Electric diffusers, wax melts, and scent pods are increasingly popular in households with children or pets, providing consistent fragrance without the risk of an open flame.

In the candle warmers market, approximately 58% of consumers surveyed in 2023 preferred flameless fragrance solutions.

In response, retailers are expanding non-flame offerings as consumers embrace safer and longer-lasting scent delivery methods.

You can incorporate a range of O&3 ingredients, from natural waxes to essential oils in formulations of flameless formats, from electric diffusers to wax melts and scent pods, to deliver safe, long-lasting, and premium aromatic experiences.

Valued at \$294.5 million in 2023, the wax warmers and accessories market is expected to hit \$565 million by 2032, growing at about 7.6% CAGR, tied to the shift toward safer, flameless alternatives to traditional candles and scent delivery.

Smart & Sustainable Modern Home Care

The next generation of home care is smart, convenient, and sustainable, with the ingredients behind these innovations mattering more than ever.

As metered dispensers, Internet of Things-enabled dosing systems, and subscription-based refill models gain momentum, cleaning products are being reformulated to perform consistently in controlled, data-driven environments.

These systems allow consumers to measure and automate how they clean, reducing unnecessary product use, packaging waste, and energy consumption. By delivering only what is needed, they minimise overuse and extend the life of concentrated formulations. This shift supports a more circular approach to home care, where smart technology, efficient design, and sustainable materials work together to reduce environmental impact.

For manufacturers, this evolution demands ingredients that perform reliably in precise, low-volume applications while maintaining safety, stability, and sensory appeal. Natural oils and bio-based active ingredients are increasingly important in this context. They offer biodegradability, renewability, and formulation flexibility, making them ideal for use in refillable systems and water-efficient product designs.

Partnerships between fast-moving consumer goods companies and smart device start-ups are accelerating progress, combining advanced formulations with intelligent hardware. Meanwhile, researchers are examining how convenience, automation, and sustainability influence consumer adoption and long-term engagement, particularly in households with children or pets.

As a supplier of natural oil ingredients, we see strong opportunities to support this transformation with materials that enhance both product performance and environmental responsibility. The crossover of technology and natural formulation is creating a cleaner future, one that is measured, connected, and consciously sustainable.



Magnolia Flower Essential Oil

Very floral, fruity, and relatively exotic, Magnolia Flower Oil is less common in mass-market cleaners, making it good for luxury surface mists, linen sprays, or home fragrance where a more nuanced aroma is desirable.



Litsea Cubeba (May Chang) Essential Oil

Bright citrus note combined with antimicrobial properties, but less overused than lemon or orange, Litsea Cubeba can be used in multi-surface cleaners, degreasers, or any product for a citrus boost that feels fresh and slightly different.



Lemon Myrtle Essential Oil

Known for its fresh, citrusy scent and antimicrobial activity, naturally antibacterial and antifungal, Lemon Myrtle Oil can be used in surface sprays, dish soaps, and air fresheners to neutralise odours and uplift the home.



The Ingredient Edit

Consumers are willing to spend on average 9.7% more for goods that are sustainably produced or sourced, even during cost-of-living pressures.

PwC's 2024 Voice of the Consumer Survey

Carnauba Wax

Known as the 'Queen of Waxes,' this plant-derived wax comes from Brazilian palm leaves and can be used in surface polishes and natural protectants for wood, marble, and leather to create a durable, glossy finish. Its high melting point makes it a vegan alternative to beeswax with superior shine and resistance.



Perilla Seed Oil

Rich in fatty acids and known for anti-inflammatory and anti-bacterial benefits, Perilla Seed Oil can be incorporated into formulations for gentle cleaner sprays (for delicate surfaces), conditioning polishes, or in natural fabric fresheners for both scent and mild functional benefit.



Manketti Seed (Mongongo) Oil

Mongongo Oil can help with moisture retention and protective finish in home care formulations. It can be used in protective sprays for wooden or wicker furniture, or finishes and mists that help surfaces resist dryness and cracking.

Calamansi Essential Oil

Known for its antimicrobial properties, Calamansi Oil has a fresh, uplifting aroma that makes it great for odour neutralisers, kitchen cleaners, or room sprays.



Building Trust Beyond the Label

Today's consumers expect more than a pleasant scent or sparkling clean, they want confidence in the products they bring into their homes.

Ingredient transparency, ethical sourcing claims, and recognised certifications have become essential signals of trust. Cradle-to-cradle messaging, eco-labels, and detailed ingredient panels reassure shoppers that the products they choose are safe, sustainable, and responsibly produced.

For both premium and mainstream consumers, these claims are now key purchase drivers. A clearly labelled, ethically sourced product is more likely to earn loyalty, justify a premium price, and stand out in a crowded market.

With 42% of global consumers willing to change their purchasing habits to reduce environmental impact, and as a wholesale supplier of natural ingredients, O&3 enables brands to meet rising transparency standards.



Our Accreditations

Transparency, Certifications & Ethical Sourcing

Our ingredient sourcing is fully traceable, with documentation that supports ethical, sustainable, and certified claims. By providing high-quality, responsibly sourced raw materials, we allow brands to confidently communicate ingredient integrity and sustainability credentials to their customers.

Explore the powerful accreditations that set us apart and why they matter.



80% of consumers want brands to tell them more about how products are made and 73% are willing to pay more for sustainable products

WifiTalents





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