

## Workplace Needs and Buying Drivers - Cleaning & Hygiene

Understanding why customers buy cleaning and hygiene products helps dealers position the category confidently and identify opportunities that might otherwise be missed. Most workplaces have similar core needs, but the triggers behind purchasing decisions can vary depending on sector, size, footfall and internal standards. This section outlines the practical reasons customers invest in these products and what typically drives demand.

### Everyday operational needs

Most organisations purchase cleaning and hygiene products simply because they are essential to the daily running of a workplace. Common operational drivers include:

- Keeping shared spaces clean and presentable
- Supporting employee wellbeing and comfort
- Maintaining washrooms, kitchens and communal areas
- Managing waste safely and efficiently

These are non-negotiable requirements for almost every workplace, which is why demand remains consistent throughout the year.

### Hygiene standards and compliance

Many sectors have specific hygiene expectations or regulatory requirements. Buying decisions may be influenced by:

- Health and safety standards
- Food hygiene regulations
- Infection control requirements
- Internal policies or audits
- Colour coded cleaning systems for risk management

Customers often look for reassurance that the products they choose will help them meet these standards, which creates opportunities for dealers to guide and support.

### Employee wellbeing and workplace experience

Workplaces increasingly recognise the link between hygiene and employee satisfaction. Buying drivers in this area include:

- Creating a clean, comfortable environment
- Reducing the spread of illness
- Providing quality hand hygiene and washroom products
- Supporting hybrid working patterns with higher expectations around cleanliness

Customers may not always articulate these needs directly, but they strongly influence purchasing behaviour.

## Cost control and efficiency

Many organisations look for ways to manage budgets without compromising hygiene. This can influence decisions such as:

- Choosing closed cartridge systems to reduce waste
- Standardising products across multiple sites
- Selecting concentrates or dosing systems
- Consolidating suppliers to simplify ordering

Dealers who understand these drivers can position solutions that support both hygiene and cost efficiency.

## Sector specific needs

Different environments have different priorities. Examples include:

- Education settings needing durable, easy to use products
- Healthcare environments requiring higher hygiene standards
- Hospitality focusing on presentation and odour control
- Manufacturing sites needing robust cleaning solutions for high traffic areas

Recognising these patterns helps dealers tailor conversations and identify opportunities for added value.

## Support available when needed

Dealers are not expected to have all the answers. When customers have more complex requirements, support is available through suppliers, catalogues, training materials and experienced colleagues who can provide guidance, product knowledge and sector specific insight. This ensures dealers can respond confidently, even when specialist advice is needed.

## Key takeaway

Understanding what drives customers to buy cleaning and hygiene products helps dealers position the category with confidence. By recognising the everyday needs, compliance pressures, wellbeing expectations, cost considerations and sector specific priorities that shape purchasing decisions, dealers can offer relevant guidance and spot opportunities that genuinely support the customer. This knowledge makes conversations more meaningful, strengthens trust and helps cleaning and hygiene become a dependable, value adding part of the dealer's offer.