

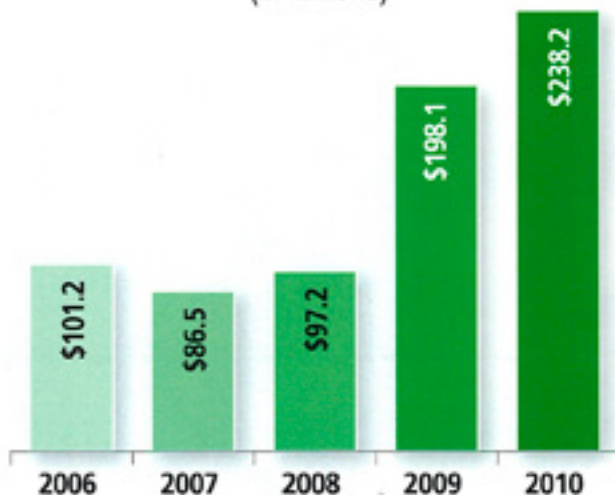
Steam cleaners were the fastest growing segment of the floor care business in 2010, driven by increasing availability, diversity and popularity of steam mops. The product's ability to deliver on steam's chemical-free sanitization expectation in a product configuration that meets consumers' convenience cleaning preferences helped fuel growing household penetration.

The emergence of steam mops as an alternative to consumers' traditional hard floor cleaning options has helped accelerate steam cleaners' growth. The category's emergence has dovetailed with increasing use of hard surface flooring throughout American homes, a development that has fueled widespread product development of new cleaning alternatives across both the electric and non-electric floor cleaning segments.

The entry into the market of an increasingly broad array of brands and product configurations has also helped the business evolve from an item segment driven largely by infomercials into a basic floor care category encompassing multiple brands, pricepoints and feature options on retail selling floors.

The introduction of multifunctional steam cleaners that combine steam and sweeping or steam and vacuuming options is helping entice new consumers. It is also helping to maintain and in many cases extend, the category's upper pricing tier as more established product configurations begin migrating down the pricepoint spectrum.

Retail Dollar Sales of Steam Cleaners
(in millions)



HomeWorld Census 2011 estimates.

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