


Battle of The Brands

Lysol VS Clorox

October 2020

Battle of The Brands: Lysol VS Clorox





Although more consumers shared reviews on **Lysol**, **Clorox wins with higher satisfaction!**

| | Lysol |  Clorox |
|----------------|-------|--|
| # of Reviews | 4,266 | 3,061 |
| Satisfaction % | 76% | 78% |

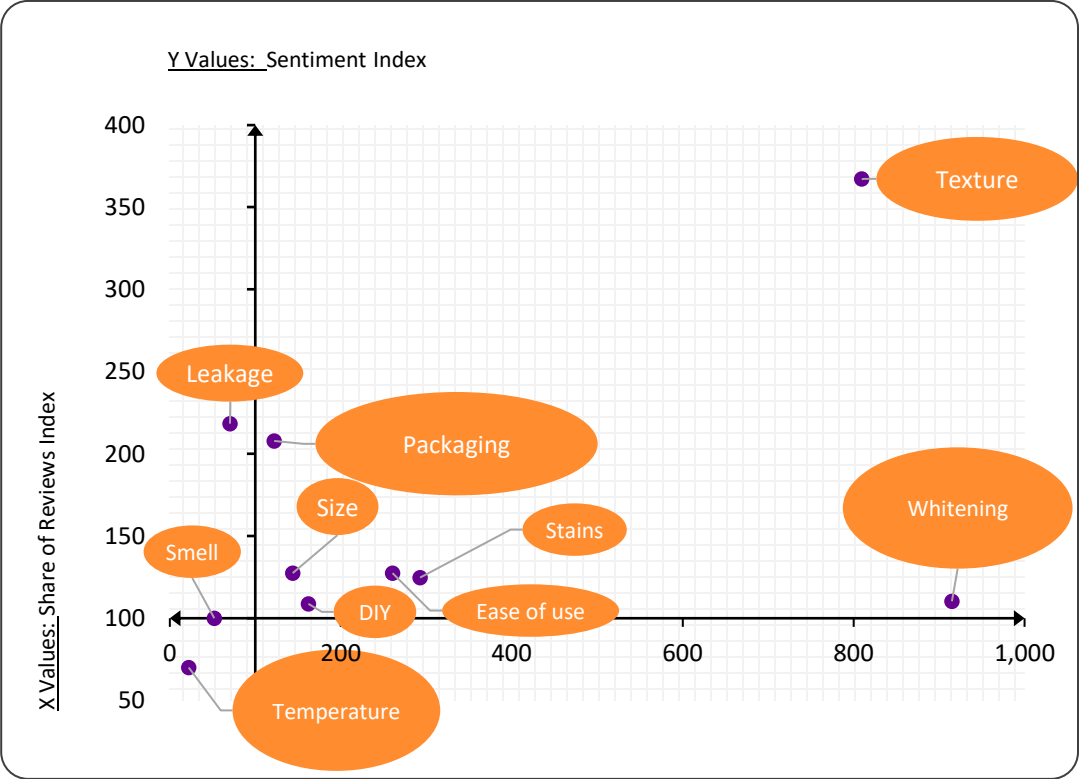


So why are consumers more satisfied with **Clorox**?

Clorox products are easier to use due to their design & formula, and consumers are satisfied with the results of **whitening** and **stain removing**.

| Consumer Topic |  |  |  |  |
|----------------|---|---|---|---|
| | 🗨️ Share of Reviews | | ❤️ Satisfaction, % | |
| Smell | 50% | 27% | 80% | 80% |
| Ease of use | 4% | 10% | 75% | 96% |
| Stains | 2% | 7% | 70% | 87% |
| Whitening | 1% | 6% | 83% | 91% |
| Texture | 1% | 5% | 21% | 77% |
| Packaging | 4% | 5% | 18% | 38% |
| Leakage | 6% | 4% | 9% | 19% |
| Size | 2% | 3% | 56% | 71% |
| DIY | 2% | 3% | 77% | 84% |
| Temperature | 4% | 1% | 88% | 62% |

Share of Reviews & Satisfaction Index: Clorox VS Lysol



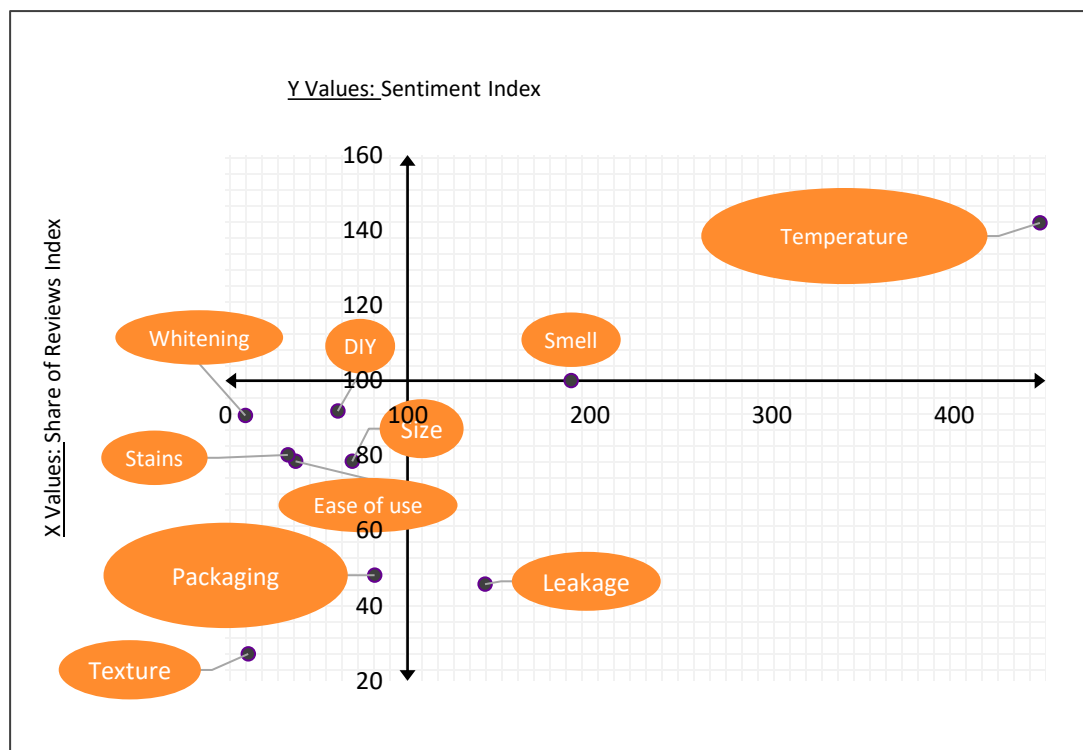
Share of Reviews Index: Clorox share of reviews / Lysol share of reviews
Sentiment Index: Clorox satisfaction % / Lysol satisfaction %

Index > 100: Clorox share of review satisfaction % is **higher** than Lysol
Index = 100: Clorox share of review satisfaction % is **equal** to Lysol
Index < 100: Clorox share of review satisfaction % is **lower** than Lysol

Products Leading Clorox's High Satisfaction

| | | |
|--|---|-------------------|
|  | Share of Reviews: 13% | Satisfaction: 86% |
| | Clorox Splash-Less Liquid Bleach <ul style="list-style-type: none"><u>Whitening whites</u>: Consumers are highly satisfied (92%) with the results of whitening white clothing.<u>Smell done right</u>: The smell options (clean linen, Crisp Lemon, Fresh Meadow) offer consumers a way to leave their white clothes with a good smell, while also minimizing the smell of actual bleach. | |
|  | Share of Reviews: 11% | Satisfaction: 92% |
| | Clorox Bleach-Free Fabric Sanitizer & Stain Remover <ul style="list-style-type: none"><u>Leave fabrics stain-free</u>: Consumers use this product to remove stains from clothss (children, workout, socks, armpit stains), furniture fabrics, beddings.<u>Multi-Purpose</u>: Consumers are also using the fabric sanitizer for shower corners, kitchen countertops, toilet. | |
|  | Share of Reviews: 8% | Satisfaction: 80% |
| | Clorox Zero Splash Bleach Crystals <ul style="list-style-type: none"><u>Zero splash indeed</u>: Consumers say that the crystal form of bleach outperforms liquid bleach in preventing splashes/spilling, which makes cleaning easy and less messy.<u>Compact size VS liquid bleach</u>: The compact size of the crystal form VS regular liquid takes less space while also easier to move around. | |

Share of Reviews & Satisfaction Index: Lysol VS Clorox



Share of Reviews Index: Lysol share of reviews / Clorox share of reviews

Sentiment Index: Lysol satisfaction % / Clorox satisfaction %

Index > 100: Lysol share of review satisfaction % is **higher** than Lysol

Index = 100: Lysol share of review satisfaction % is **equal** to Lysol

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Product:

Lysol Laundry Sanitizer Additive, Crisp Linen

Eliminates workout smell

Consumers like to use Lysol to eliminate bad smell from cloths, especially those used for workout, leaving cloths with fresh scent instead.

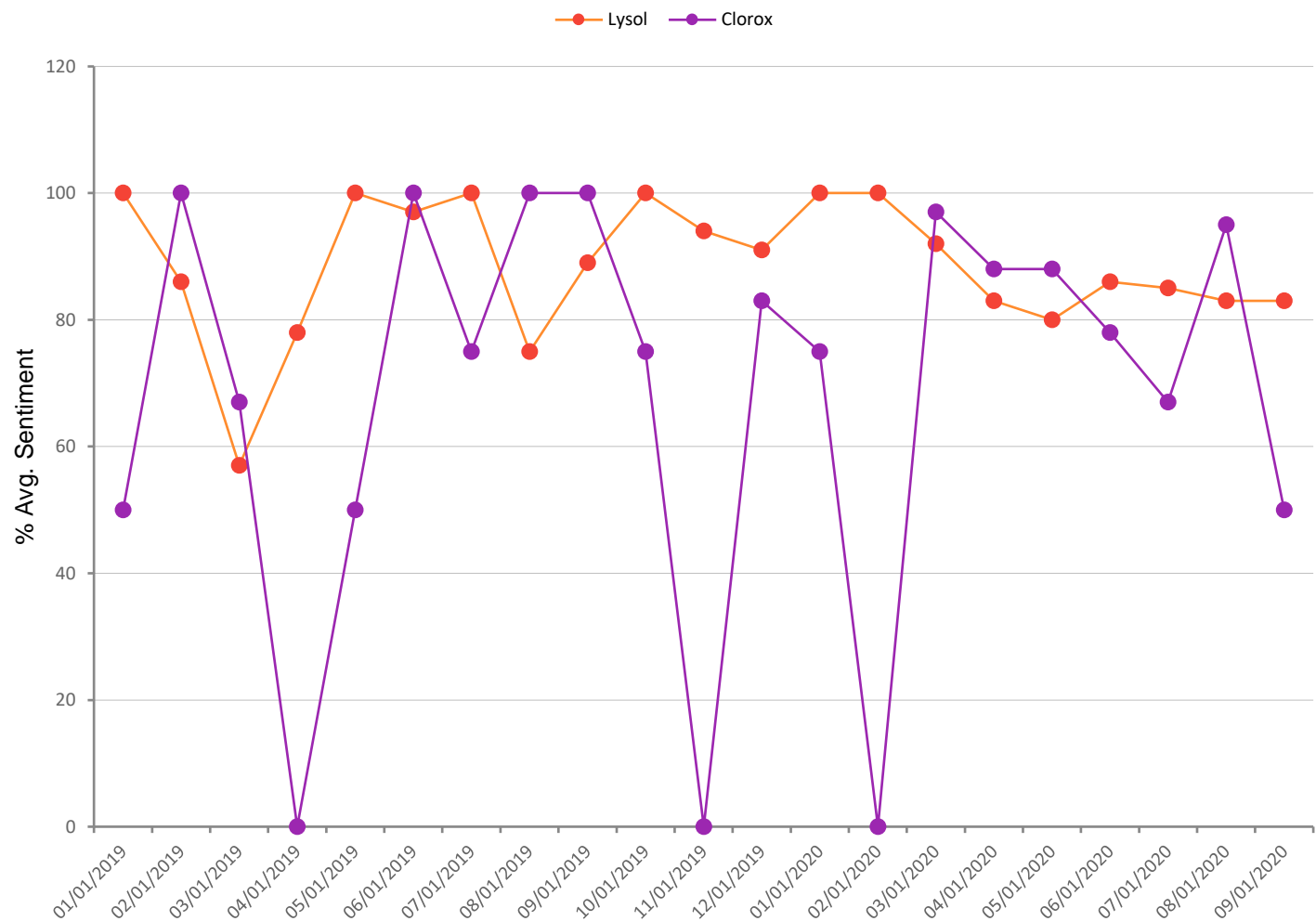
Sanitizing with cold water

Consumers like that they don't need to use warm water in order to sanitize their cloths.

Arrives leaking

Consumers complain that Amazon sellers are shipping the product without a container seal, resulting in products arriving leaking.

Lysol VS Clorox: Recommendations Over Time



Industry



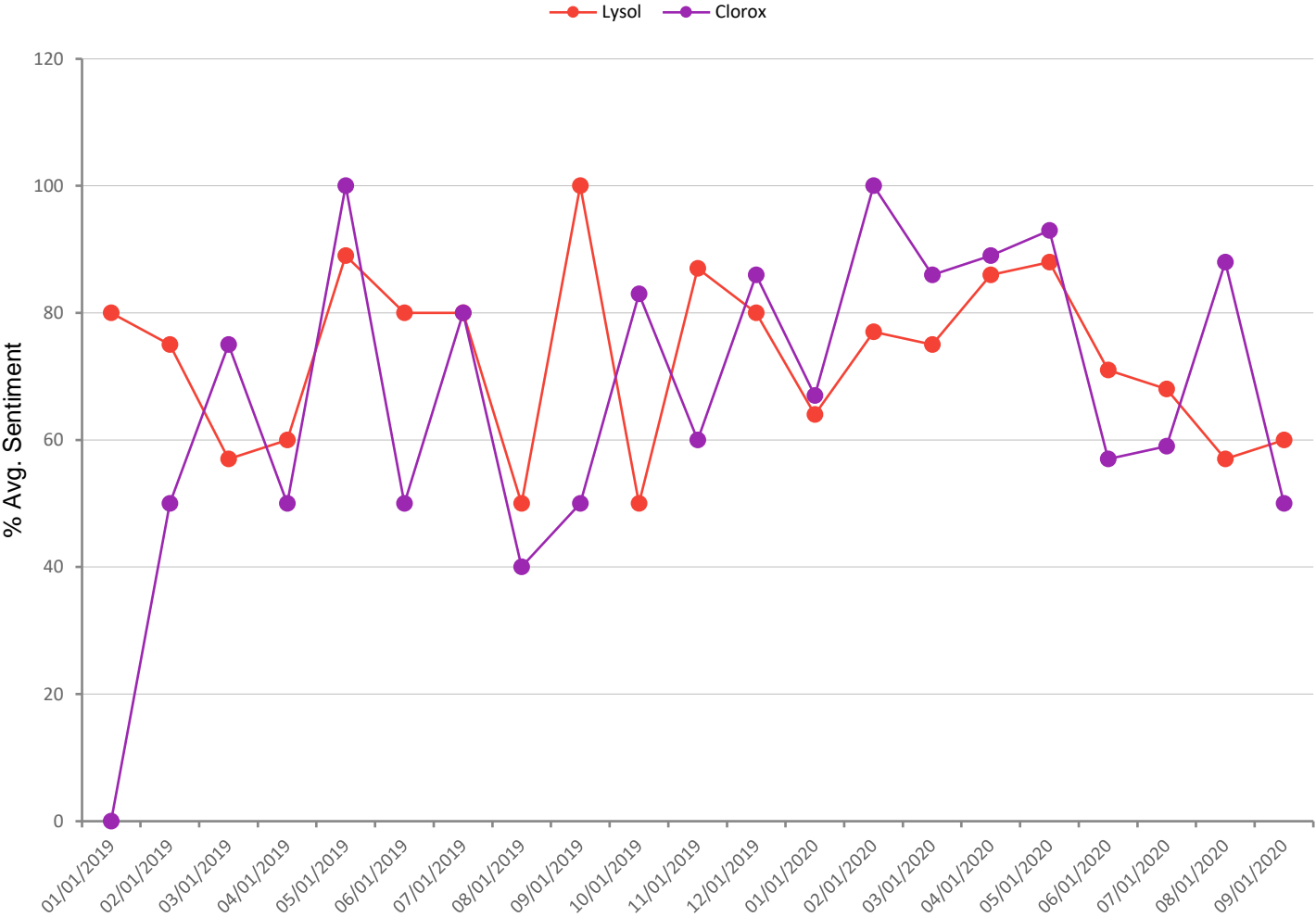
Lysol



Clorox

| Sentiment | Volume |
|-----------|--------|
| 81% | 81% |
| 84% | 296 |
| 89% | 347 |

Lysol VS Clorox: Repeat Purchase Over Time



Industry



Lysol



Clorox

| Sentiment | Volume |
|-----------|--------|
| 81% | 81% |
| 84% | 296 |
| 89% | 347 |

Lysol VS Clorox: Drivers of 5 Stars Rating Reviews

Total Reviews

3,511

Total Quotes

6,708

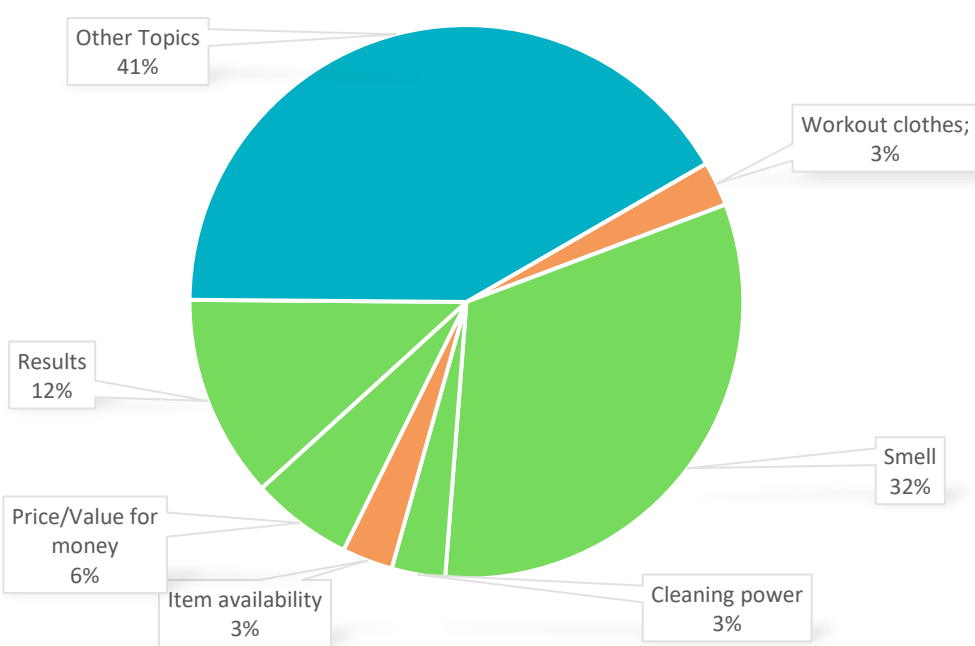
Sentiment

87%

Avg. Star Rating

5.00

Lysol 5 Stars



Total Reviews

2,355

Total Quotes

4,512

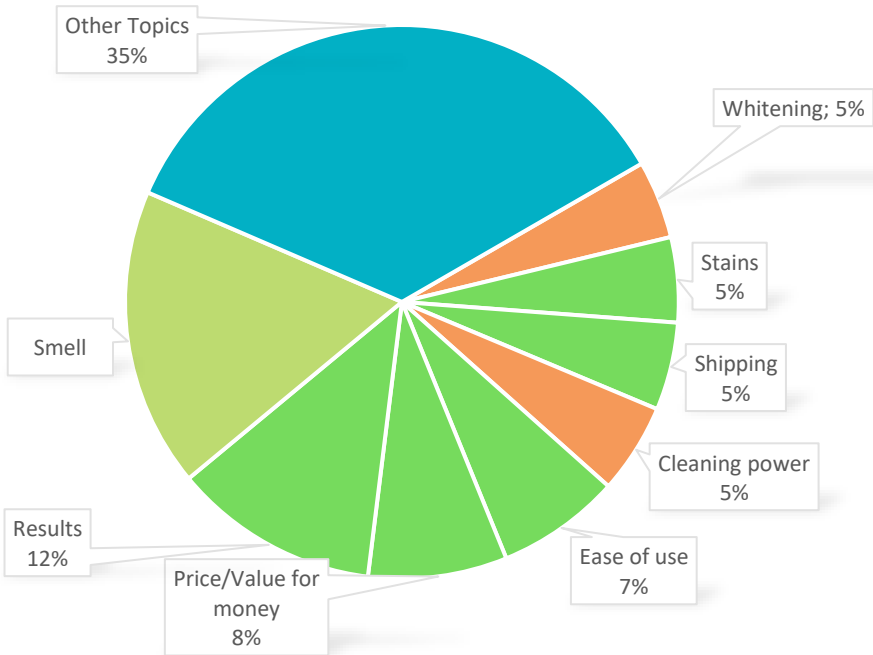
Sentiment

90%

Avg. Star Rating

5.00

Clorox 5 Stars



Want to learn more?