



2022 Household Cleaning and Tools Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

How Today's Consumer Shops the Household Care Category

60 minutes

Parent-Tested, Parent Approved Founder Sharon Vinderine will be discussing insights on how consumers are shopping the household care segment based on a custom survey sent to PTPA's consumer audience of over 200,000 to highlight how trends have drastically changed from a pre-covid world.

Among the topics she'll explore are:

- * Shifts in how consumers purchase household cleaning, paper and disposable food storage products
- * The impact of sustainability on purchase decisions, and how the pandemic may have impacted these decisions
- * When, where and how they are shopping these categories and the influence of e-commerce
- * Which pandemic behaviors will "stick" moving forward

About Sharon Vinderine

Sharon Vinderine is the founder of Parent Tested Parent Approved (PTPA), an awards platform that brands turn to in order to establish trust and credibility with consumers.

With a network of over 200,000 members, PTPA leads the consumer product awards space and is proven to positively influence consumer purchasing decisions.

As an award winning leader in her field and serial entrepreneur, Vinderine has been acknowledged by the media as an industry innovator. She has appeared on more than 250 morning shows on TV networks such as ABC, NBC, and Fox News, and her organization continues to act as a bridge between consumers and brands.



Sharon Vinderine, Founder & CEO
Parent Tested Parent Approved (PTPA)