

Clothesline sales spike shows Aussie households ready for some serious washing time

Sales of clotheslines hit new records during April – a dramatic increase by 98% when compared to the same time last year.

Since COVID-19 restrictions began, Australian company Lifestyle Clothesline has experienced a huge jump in sales, along with changing buyer preferences that include:

- People are increasingly requesting Australian made models, with monthly sales volumes of Australian made clotheslines nearly doubling from 43% to 74%
- A huge Australian made portable clothesline sales spike of 492%, plus large increases in Wall Mounted and Fold Down products
- A 60% increase in installation requests compared to the same period last year.

Lifestyle Clotheslines Director Gary Nickless said that for their company, which has been established for fifteen years, the sales spike during COVID-19 was unique. He commented,

“Many people who phoned us were keen to have the ability to handle extra washing loads. This also fits in with reports that sales of washing detergent also increased as the pandemic lockdown began.”

While research into the length of time that the COVID-19 virus can remain active on textiles is ongoing, other clothing elements like buttons and zippers made from hard-surface materials may be more susceptible to carrying the virus for longer. The National Institute of Allergy and Infectious Disease in the USA advises: “Some viruses can remain active after two or three days on plastic and stainless steel, 24 hours on cardboard and four hours on copper.”

Nickless also commented, “Specific questions about Australian made products also prompted us to provide more information online to meet customer queries. Sales of Australian brands like Austral and Eco are surpassing Hills, which is no longer Australian made.”

The demand for clotheslines is predicted to increase as social distancing rules are eased, and people take steps to protect themselves by increasing their washing frequency. Portable clotheslines in particular will be used for drying facemasks, gloves and other protective clothing that people may choose to utilise at this time.

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