

# A YEAR OF INNOVATION IN FABRIC AND DISH CARE, 2021

Environmentally friendly and sustainable fabric and dish care is growing in importance. Consumers are increasingly expecting safe and clean ingredients.



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# Report Content



- What we have seen
- Innovation opportunities in fabric and dish care
- Our pick of the most innovative launches in this review
- Other interesting launches

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: fabric care, 2021
- EMEA retail market overview: dishwashing, 2021

### Europe: sustainability is high on consumer radars

- Consumers expect sustainable and eco-friendly fabric and dish care
- Environmental claims continue to grow in Europe
  - Graph 1: fabric and dish care launches with select ethical and environmental claims, 2016-17 vs 2020-21
- Brands take a multi-pronged approach to sustainability
- Brand innovation/renovation: Softlan launches fabric softener which contains unsold jasmine flowers

### Europe: consumers expect fabric and dish care product to be safe

- Consumers are looking for safe fabric and dish care products
- Product testing reassures consumers of products are safe for the skin
  - Graph 2: fabric and dish care NPD with select claims, 2016-17 vs 2020-21
- Tested and natural ingredients reassure consumers of product safety
- Brand innovation/renovation: You uses blockchain technology to track and test ingredients

## The Middle East and Africa (MEA)

- Brands are tapping into the demand for sustainable and safe fabric and dish care products

## ASIA PACIFIC (APAC)

- APAC retail market overview: fabric care, 2021
- APAC retail market overview: dishwashing, 2021

### Asia: antibacterial momentum continues

- Antibacterial properties are in demand
- Explosion of antibacterial claims are largely driven by the fabric care category
  - Graph 3: fabric and dish care launches with antibacterial claims, 2016-21
- Helping consumers tackle bacteria

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## Asia: brands look to botanicals and simple ingredients to communicate "clean"

- Consumers are prepared to pay a premium for natural cleaning products
- Botanical ingredients and toxin-free claims dominate product safety claims
  - Graph 4: dish and fabric care product launches with select ethical and natural claims, 2020-21
- Brands highlight botanical and plant-based ingredients
- Brand innovation/renovation: Wonderhome Naturals launches refillable and sustainable plant-based fabric care products

## Australia and New Zealand

- Australia and New Zealand have seen a flurry of planet-friendly fabric and dish care products
- Brand innovation/renovation: Undo this Mess empowers consumers to be part of the climate crisis solution

## THE AMERICAS

- Americas retail market overview: fabric care, 2021
- Americas retail market overview: dishwashing, 2021

## North America: fabric and dish care products must appeal on the basics

- Consumers crave new and interesting fragrances
- Fresh & clean scents are most popular in fabric care, citrus scents dominates dish care
  - Graph 5: top five fragrance component groups on fabric care launches, 2020-21
  - Graph 6: top five fragrance component group on dish care launches, 2020-21
- Innovative fragrances keep consumers engaged
- Brand renovation/innovation: Procter & Gamble launches fabric refresher spray with touch-activated scent

## North America: consumers want recognisable ingredients

- Ingredients concerns weigh on consumers' minds
- Brands shun additives, preservatives and fragrances in favour of more botanical formulations
  - Graph 7: fabric and dish care product launches with select claims, 2016-17 vs 2020-21
- Brands highlight plant-based and simple ingredient composition
- Brand innovation/renovation: Cleancult launches refills in eco-friendly cartons

## LATIN AMERICA

- Antibacterial claims have grown in importance to consumers
- Antibacterial claims grow in Latin America
  - Graph 8: dish and fabric care NPD with the antibacterial claim, 2016-21
- Brands are launching new antibacterial fabric and dish care products to meet consumer demand

### **Latin America: consumers are seeking out more sustainable fabric and dish care products**

- Environmental concerns are on consumers' radars
- Brands need to do more to address consumer demand for more sustainable fabric and dish care products
  - Graph 9: select ethical and environmental claims by category. 2020-21
- Brands are addressing plastic packaging concerns

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