

A YEAR OF INNOVATION IN FABRIC AND DISH CARE, 2022

Sustainable and natural product innovations maintain momentum but still have room to grow. Brands can deliver convenient and efficient products to meet demand.



Arpita Sharma, Global Household Analyst



Report Content



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

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: environmentally friendly claims are required essentials

- Support consumers' eco-consciousness
- Ethical and environmental claims are non-negotiable
 - Graph 1: fabric and dish care launches with select ethical and environmental claims, 2017-18 vs 2021-22
- Eco-friendly packaging made with recycled material carrying recyclable claims
- Homethings launches powder-to-gel refillable dish care

Europe: meet demand for natural products

- Consumers are looking for natural products, but price can be a deal breaker
- Clarify natural claims for consumers to understand
 - Graph 2: product launches with select natural claims, 2017-22
- Add uniqueness to natural products to create differentiation
- Probiotic detergent to help restore microbiological balance
- Byoms Sensitive Wash Laundry Detergent with probiotics cleans clothes and washing machines alike

The Middle East & Africa (MEA)

- Brands focus on the development of convenient and sustainable products

ASIA PACIFIC (APAC)

Asia: lingering effects of COVID-19 maintains demand for germicidal products

- Prolonged impact of the pandemic drives demand for antibacterial products
- The antibacterial claim has potential to aid trading up
 - Graph 3: share of fabric and dish care launches with antibacterial claims, 2017-22
- Novel ingredients can soften the image of antibacterial products
- Antibacterial mask cleaner infused with hyaluronic acid

Asia: botanical and herbal products dominate the offering within natural claims

- Cost dampens the desire to buy natural

A year of innovation in fabric and dish care, 2022

- Stagnant NPD with botanical/herbal claims
 - Graph 4: share of fabric care and dish care launches carrying selected natural claims, 2017-22
- Botanical and herbal ingredients are the primary focus within natural product launches
- Waterless dish cleaning during outdoor activities
- M&Sakuraco's Forest Washer for times when water is scarce

Australia & New Zealand

- Sustainable initiatives dominate the fabric and dish category
- Brands urge consumers to be part of social initiatives

THE AMERICAS

North America: sustainable product launches mirror ethical behaviours

- Ethical behaviours replicated in shopping for household products
- Eco-friendly claims have moved from desirable to essential
 - Graph 5: new product launches with select environmental friendly claims, 2019-2022
- Expect social sustainability to work in tandem with planetary initiatives
- Celebrity homecare brands have potential to influence sustainable behaviours

North America: associate naturality with health and wellbeing

- Prioritise wellbeing to drive demand for natural products
- Drive home the benefits of natural claims
 - Graph 6: product launches with select natural claims, 2017-22
- Natural products with wellbeing claims will resonate
- Natural, non-enticing, safe dishwasher pods with full ingredient disclosure

Latin America: new launches ride the sustainability wave

- Sustainability claims rule new household care product claims
 - Graph 7: product launches with top claim categories, 2017-22
- Social initiatives in tandem with environmental claims
- Natural product development maintains momentum
- Convenience and efficacy are top consumer demands
- Brands innovate products with both functional and convenience claims

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