

# THE FUTURE OF FABRIC AND DISH CARE: 2021

Emphasise quality, build on hygiene claims and align scent with lifestyles to stand out from the competition – but think collaboratively to effect change on carbon.



Richard Hopping,  
Director of Household  
Care Insights, EMEA



# Report Content

- The now, the next and beyond

## WHERE WE ARE NOW

- Overview of innovation in the last year
- What we are seeing

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Boost quality associations to get ahead

- Stain removal is the key priority in laundry
- Prove quality to benefit bottom line
- Consumers still expect performance from eco-friendly products
- Laundry and dish experiences are not perfect
- Defunkify promotes purpose-built detergents
- Bring existing expertise into the forefront
- Signpost scientific collaboration partners
- Help improve results through education
- Dedicate time to appliance care

### Build sanitising claims for the longer-term

- Brands respond to the hygiene demand
  - Graph 1: share of launches of dishwashing and fabric care products carrying antibacterial claims, 2017-21
- COVID-19 will change hygiene behaviours
- Be nimble in response to ongoing fluctuations in hygiene priorities
- Renew hygiene-focused products for longer term success
- Grasp the opportunity to grow fabric sprays
- Renew impetus in development of convenient formats
- Ensure disinfection aligns with natural claims
- Respond to demand for natural antimicrobial ingredients
- Blur category lines with face mask products
- Showcase scents and natural formulas

### Enhance your prospects through scent

- Tap into the resurgence in the influence of scent

## The Future of Fabric and Dish Care: 2021

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- Graph 2: importance of scent in purchasing household care products, 2020-21
- Prepare for fiercer competition from new challengers
- Use scent to build on the experience
- Use functional scents to align with wellbeing goals
- Move into the space offered by aromatherapy claims
  - Graph 3: share of fabric and dish care product launches carrying aromatherapy claims, 2019-21
- Position scented products as lifestyle aids
- Add science to prove functional scent claims
- Utilise waste ingredients to fragrance products

## IN FIVE YEARS AND BEYOND

### Lead both societal and sustainable change to battle the climate issue

- Mintel's perspective
- Respond to the latest evidence on the severity of climate change
- Consumers are concerned, but optimistic
- Consumers expect homecare brands to take action
- Capture and then reuse carbon
- Align with adjacent categories to affect change
- Convince consumers of low temperature efficacy
  - Graph 4: product launches with low temperature/cold water in the product description\*, 2017-21
- Tide's Cold Call campaign promotes change
- Prepare products for low temperature hand dishwashing

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