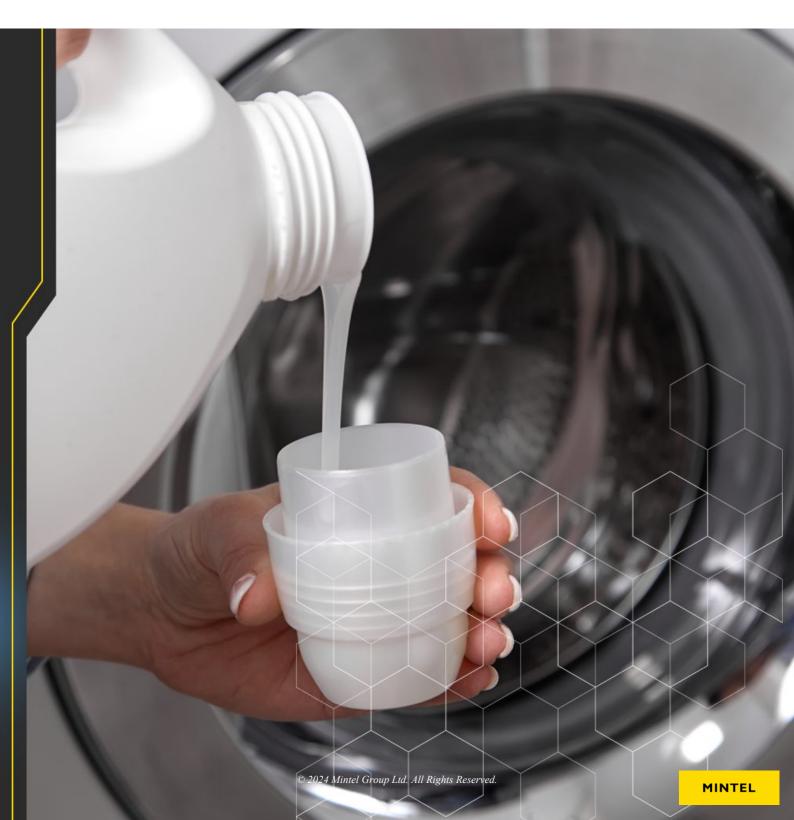
THE FUTURE OF FABRIC AND DISH CARE: 2023

Water concerns are growing rapidly, impacting water-intensive categories heavily. Aligning with health goals and local movements are opportunities.





Report Content

WHAT YOU NEED TO KNOW

- Where we are now
- · Mintel recommends: in the next two years
- · Mintel recommends: in five years and beyond

IN THE NEXT TWO YEARS

Promote water-conscious behaviours through product innovation

- · Why we need to talk about water
- The United Nation calls for unity for water amid a looming global water crisis
- · Address water scarcity by supporting water-conscious behaviours
 - Graph 1: water shortage as one of top three environmental concerns, 2021-23
- · Water-heavy chores need immediate attention
- · Tap the potential demand for water-friendly products
- · Develop preventive laundry care measures to reduce washing frequency
- · Quantify washing-up liquids' reduction in water usage
- Utensil development can be the core to dishwashing product development
- Unique fabrics that reduce washing frequency through campaigns and formulations
- · Supplement the safety of greywater with a water-friendly claim
- · Upcycle waste water for climate-friendly washing
- · Regional perspective: water scarcity impacts consumer behaviours around water-heavy chores

Anxieties around physical and mental health call for action

- Address consumers' health concerns through meaningful innovations
- · Why human health is important now
- · Science has proved the impact of dishwashing detergent on human gut health
- Address skin health through visual proof
- · Involve scientific ingredient development to protect HBEC
- · Scents will continue to be the primary purchase driver
- · Cater to different demographics through scent innovations
- · Link age-related wellbeing needs to product fragrances
- · Create fragrances for different circumstances and lifestages
- · Explore varied human responses to fragrances
- Regional perspective: health concerns differ between regions

Use localism to resonate with the environmentally and socially conscious

- · Defining Localism
- · Let localism be free of boundaries
- · Localism is ready to expand beyond food and drink
- · The essentiality of fabric and dish care brings consumers closer to products
 - Graph 2: attitudes towards dishwashing products, 2023
- · Control price barriers using cost-effective production methods
- · Implement the various facets of localism
- · Governments can play a crucial role
- Retailers have the potential to influence purchase decisions
- · Use vivid descriptions to glorify products' local attributes
- · Use innovative experiential selling to take consumers on a journey
- · Ideate experiential offerings as an intriguing local experience
- · Regional perspective: broaden the horizon of localism to connect brands with consumers globally

IN THE NEXT FIVE YEARS

Appliance evolution creates new opportunities for fabric and dish care brands

- · Expect the growing penetration of technology in appliance development
- · Collaborate to improve performance credentials
 - Graph 3: factors usually prioritised when choosing between different major domestic appliance brands, 2020
- · A successful implementation of steam washing can support long-term sustainability goals
- · Expand target demographics to pet parents
- · Merge efforts towards anti-microplastic innovations
- · An appliance advancement with sustainability at its core
- · Research for the impact of dishwashing detergents in nascent stage
- Cradle-to-cradle efforts to reduce the presence of microplastics on the planet

KEY TAKEAWAYS

Key takeaways

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