

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.



Arpita Sharma, Global Household Analyst



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

The Future of Fabric and Dish Care: 2023

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

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850