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

Arpita Sharma, Global Household Analyst
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
  - 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
• 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
- 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 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
- 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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