



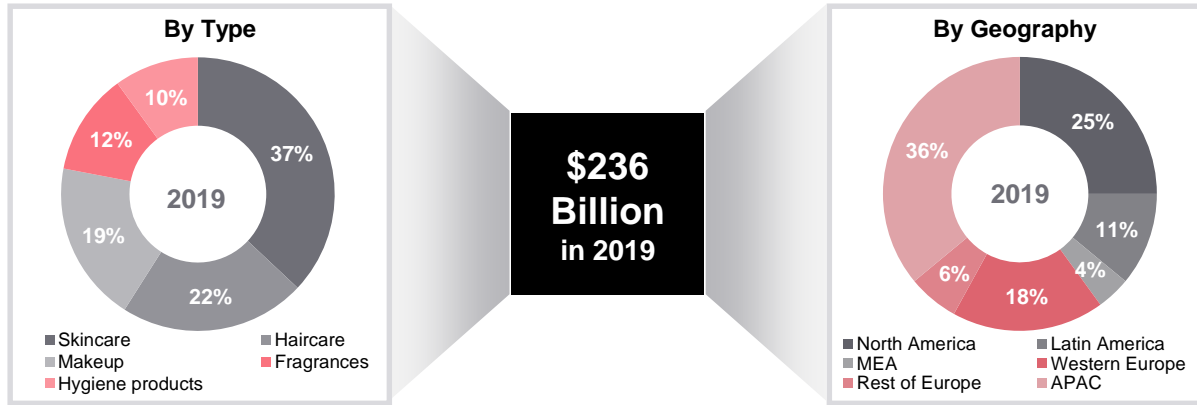
IMPACT OF
COVID-19
ON THE
**PERSONAL &
HOME CARE**
INDUSTRY



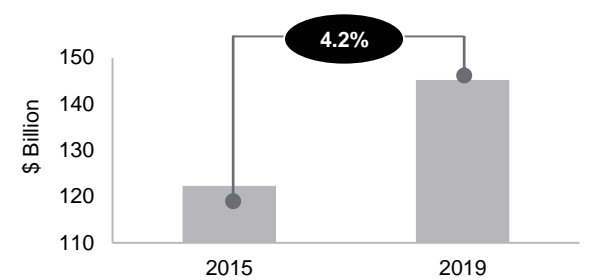
FutureBridge

Global Personal Care and Home Care Industry: Pre-COVID-19 Scenario

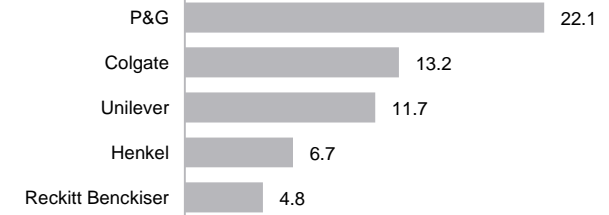
Global Personal Care Industry - 2019



Global Home Care Industry - 2019



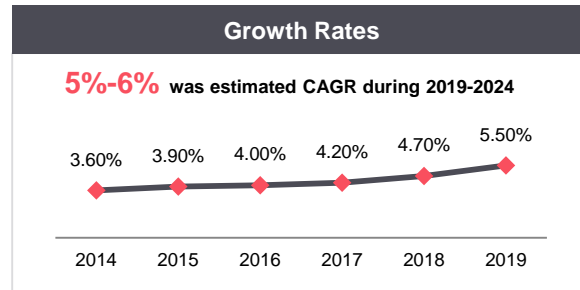
Revenue in Home Care (\$M)



Leading Players



Growth Rates



Current Scenario: Impact of COVID-19 on Personal Care and Home Care Industry (1/2)

Hand Sanitizers

Production capacities to meet demand

Supply side: Manufacturers increased production across globe.

- Firmenich: ↑ production by 100 tons in USA & Switzerland
- Dow: ↑ production capacity by 200 tons at 5-sites (started producing from March in pandemic situation)
- LVMH: ↑ Converted perfume factory to make hand sanitizer
- INEOS: ↑ had built two hand sanitizer plants in the UK and Germany in 10 days to produce 1-million bottles per month.
- ↑ Many companies shifted their business into production of hand sanitizers (Ex: PKN Orlen, Shell, MOL, DSM and others)

Demand side: ↑ Worldwide demand growth in March is significantly increased with both online and offline stock-outs of the product

Face Masks

Textile players enter into production

Supply side: Most of the countries across the globe had prohibited/banned export of face masks.

- ↓ Countries include Australia, India, Saudi Arabia, European countries, Turkey, South Korea and others had prohibited exports of N95 and N99 masks.
- ↑ Textile industry had shifted its business model towards production of face masks during this pandemic situation.

Demand side: ↑ Face masks demand had witnessed significant growth at 400%-450% in March

Cleaning Products

USA EPA listed 300 cleaning products

Supply Side: Worldwide cleaning products production is increased significantly amid COVID-19 pandemic.

- ↑ The US EPA had listed over 300 cleaning products which can be used for fighting COVID.
- ↑ Production of cleaning products and wipes for P&G, Clorox, Unilever, and Reckitt Benckiser doubled from March.
- ↓ Retail supply had witnessed downfall whereas ↑ e-commerce supply chain growth surged from February.

Demand Side: ↑ Government guidelines and proven clinical studies suggesting use of cleaning products and disinfectants to eliminate COVID is key driving factor of market demand across the globe.

Hygiene Products

Donations by Leading Players

Supply Side: Baby diapers, adult diapers, sanitary napkins and wipes supply raised to fulfill the demand of hospitals, nursing homes and household purpose.

- ↓ Shortage in supply of diapers, and napkins due to hurdles in logistic transport amid pandemic.
- ↑ Kimberly Clark donated 5 million diapers to National Diaper Bank Network
- ↑ P&G committed to donate \$ 15 million of hygiene products to 200 organizations across the globe

Demand Side: ↑ Hygiene products demand surged on online platforms.

Hair Care Products

R&D and raw materials trading impacted

Supply Side:

- ↑ Hair care brands and retailers had shifted their supply chain to online platforms.
- ↓ Raw material trading, R&D innovation are impacted heavily
- ↓ The supply chain logistics witnessing out of stock levels
- ↓ Lockdown effecting close of salons and retail outlets effected the supply

Demand Side: ↑ Consumers purchasing trends shifted towards essential hair care needs. ↓ Premium and luxury hair care products demand declined.

Soaps Market

Effective in reducing COVID globally

Supply Side: Soaps effectiveness in cleaning and maintaining hygiene and government guidelines to use soaps had boosted the supply chain

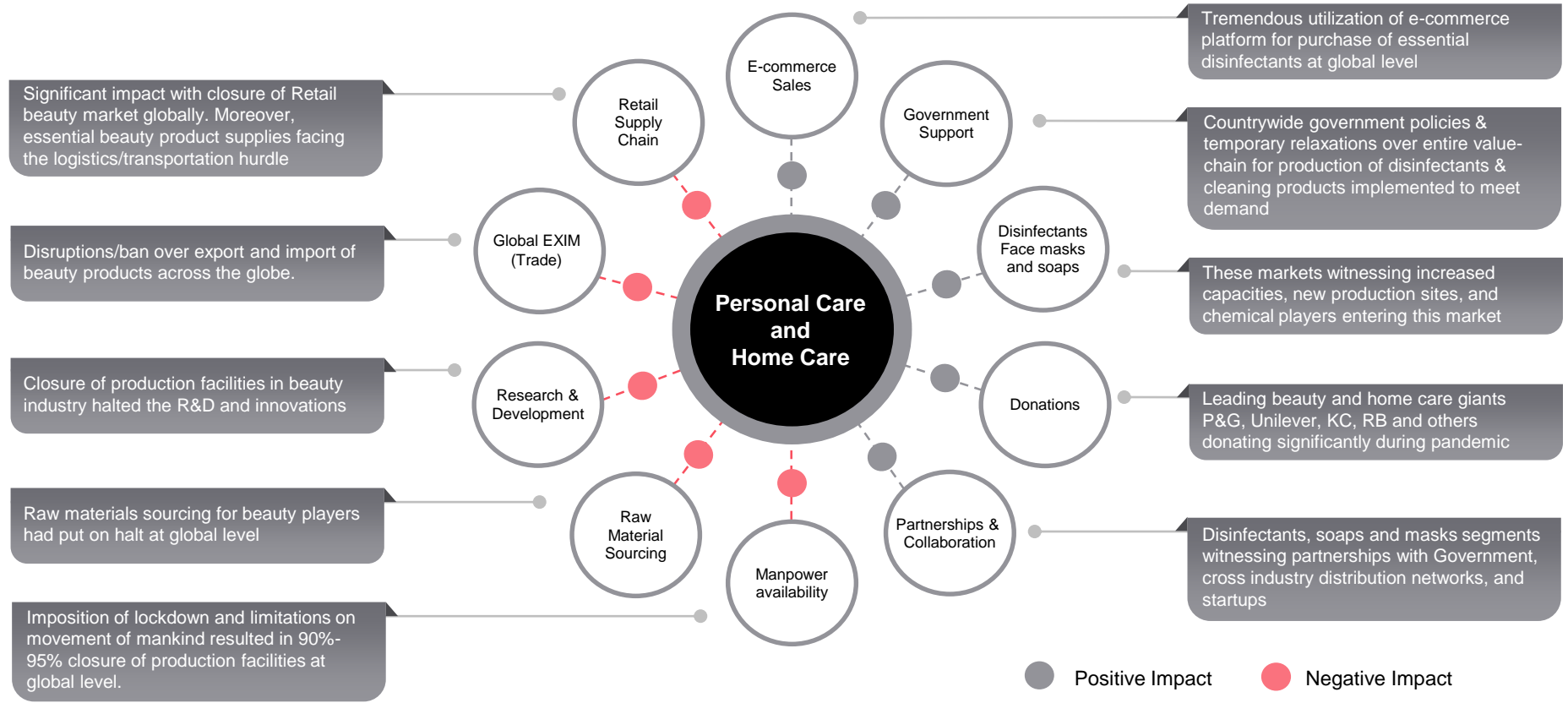
- ↑ Unilever donated soaps of at least €50 million to the COVID Action Platform
- ↑ Leading players P&G, Henkel, Unilever, Colgate, C&D and others ramped up production facilities and supply to the consumer needs

Demand Side: ↑ Soaps demand is significantly increased both in retail and online platforms. Prioritizing soaps under essential commodity good resulting into ease of purchasing to consumer & meet the demand

Personal Care
and
Home Care

Current Scenario: Impact of COVID-19 on Personal Care and Home Care Industry (2/2)

Positive and negative impact segments during the pandemic are showcased



Personal care industry: Trends estimated post COVID-19 impact

High impacted areas are production, marketing strategies and sales of goods in the aftermath of Covid-19

Protective personal care on the rise



Covid-19 is impacting the consumer behavior with regards to purchasing cosmetic & toiletries products.

- In the US, **Touchland**, a direct to consumer hand sanitizer company which has products that claim to 'make your skin happy', reported sales increase since the outbreak of COVID-19.
- Even **Luxury brands LVHM is using Dior, Givenchy, and Guerlain** facilities to produce free hand **sanitizer** for health-care workers in France.

Beauty events in augmented/virtual reality



The beauty brands can exploit this opportunity to renovate their online offerings, to offer e-consultation services and invest in right technology as more consumers seek beauty advice from the comfort of their home.

Companies like **Base Beauty creative agency** are even actively reaching out to new and existing clients to help stay connected during this time of social distancing

BASE
BEAUTY
CREATIVE
AGENCY

No-touch cosmetic/personal care device



With consumers focusing on their health, self-care continues with touchless cosmetics equipment. Omitting hands from the equation entirely, products and gadgets that allow consumers to apply products without contaminating them communicate a feel of freshness.



The sensors based/automatic hand wash or cleaning device are an emerging trend with high growth potential as consumers are moving towards no touch technology



Restructuring of Distribution and Supply Chain Network



The COVID impact on beauty brands will have significant impact on restructuring of the production business model which include:

- Manufacturers who were sourcing (importing) the raw materials from other countries will look for regional suppliers to avoid disruption in production
- Distribution network which consists of third party players will now look for change to self distribution through vertical integration.
- Alternative procurement system.
- Need for more automation & reduced human intervention.

Artificial Intelligence



AI had witnessed surge in the demand especially in skin care, dermatology, and oral care solutions which are provided to the consumers through telemedicine platforms

Leading players in Telemedicine domain which are actively using AI in their platform and provide online solutions include:

aysa

Teladoc
HEALTH

FIRST DERM

VSee

vignet

TELEDERM

Home care industry: Trends estimated post COVID-19 impact

The sale of washing and cleaning products is witnessing a significant hike owing to the existing pandemic

Innovative Cleaning products to combat covid-19 on the rise



Various companies and some research bodies are actively working in identifying the best solution for cleaning products to battle this crisis and post COVID product innovations, for example.

- Xpress Detergent Disinfectant is an Auto-Chlor Ready to Use solution that is EPA Qualified for emerging viral pathogens, such as the COVID-19 (Coronavirus).
- Israeli researchers have developed an innovative technology to turn tap water into efficient and safe disinfectant against the novel coronavirus, **Ben Gurion University (BGU)**

Innovative appliances to maintain house hygiene



HomeGuru innovative sterilize bacteria and viruses incubator will kill, bacteria and the virus on items that must be used on a daily basis such as banknotes, hygiene masks, mobile phones, car keys, bags, shoes and other accessories.



Rise of E-commerce and digital marketing



Fastest growing household products online sales during the coronavirus (COVID-19) outbreak.

- DealShare, a social e-commerce company, has launched DealShare Essentials Allotment Scheme (DEALS) to provide uninterrupted availability of home essentials to all sections of society.
- Beekeeper and Whispr launched a new app that gives housekeepers step-by-step cleaning instructions in line with Centers for Disease Control and Prevention guidelines for COVID-19.

Entry of New Players in Cleaning Robot – AI technology



The major factors that are expected to be driving market are the increased penetration of automation in household appliances and with limit contact the user can control robots using remote or smartphone remotely. A user can schedule cleaning phase even without being present in the house.

- Xiaomi launched its smart cleaning appliance the Mi Robot Vacuum-Mop P in India.
- ECOVACS Unveiled AI-Driven Floor Cleaning Robot

Questions that the clients are asking us

What are the innovations taking place in the industry due to COVID-19?

Which are the start-up's involved in disruptive innovations to tackle COVID-19?

What are the strategies adapted by Competitors to tackle COVID-19 situations?

What are the impacts of COVID-19 on current industries?

How government bodies are supporting industries in each country?

Which are the new entrants entering into the HPC industry due to COVID-19, to explore new business opportunities?

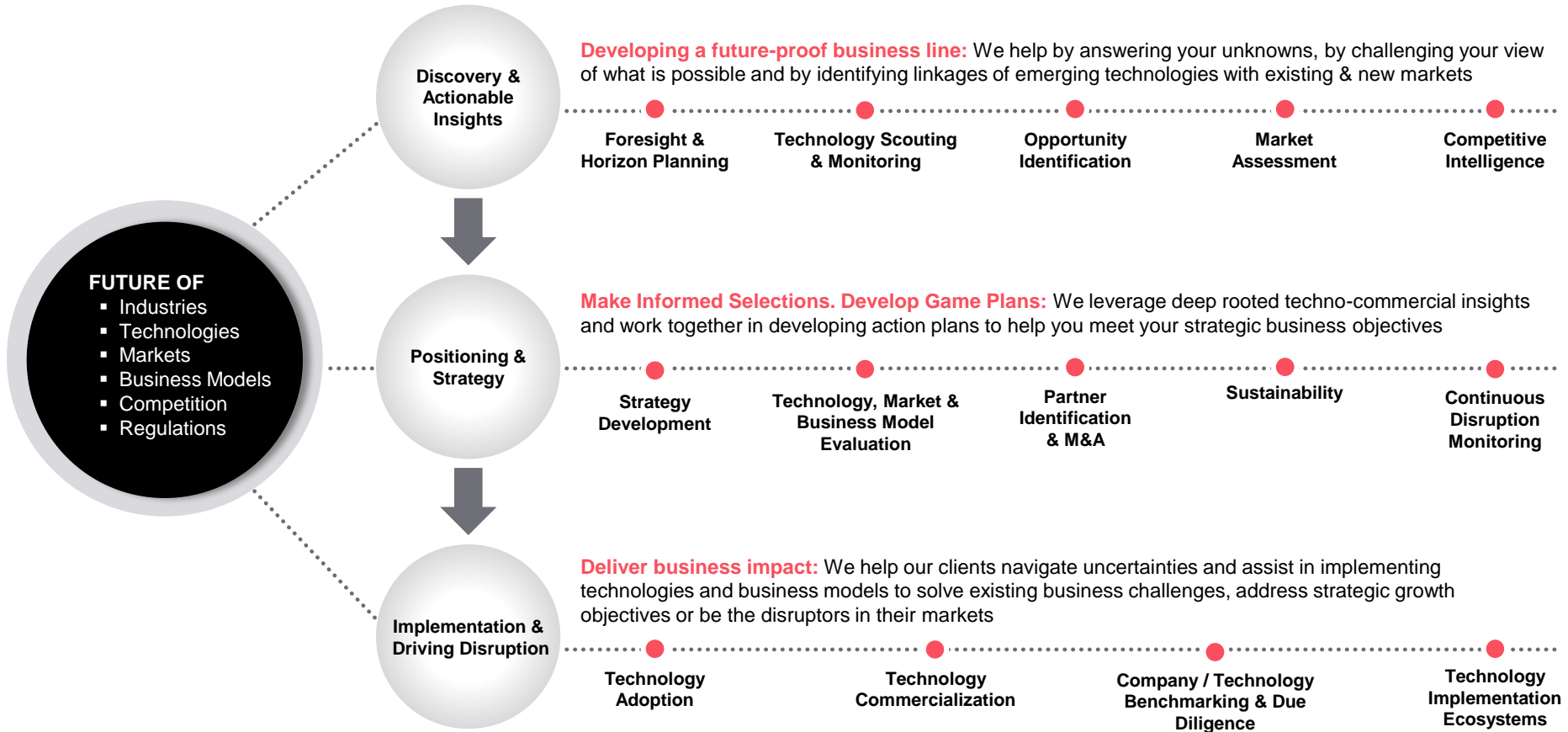
What are the open innovation opportunities available to tackle COVID-19?

What are the technology licensing / partnership opportunities explored by the players?

What are technology related solutions each country is going to adapt to tackle the COVID-19 situation?

Our Solutions

STRATEGIC PROGRAMS MEMBERSHIP PROGRAMS ON DEMAND – HYPER CUSTOMIZED



Thank you

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