



Competitive Landscape - Small Players - Fabric Care & Home Care

Case Study

Client	Leading multinational consumer goods company and producer of health, hygiene and home products.
Industry	Personal Care & Home Care Industry
Products	Personal Care & Home Care products

Context

- The objective of the study was to scan the market to identify and assess small players working on innovative technologies in the Fabric care and Home care industries.

Key Business Questions

- Who are the small players active in home care category?
- What are the new / emerging innovations in fabric / home care category?
- What are the partnership opportunities in fabric / home care?
- What are the research activity trends in fabric / home care space?

Engagement Scope

1 Identification of Small Players & Assessment

- Who are the players working on innovative technologies/ products specifically in fabric care/home care category?
- What are the benefits of identified technologies?
- What is the innovative feature of identified technologies?
- What is the company size?
- What are the research activity trends?
- What are the geographical hot-spots?

2 Innovative Technology Benchmarking & Assessment

- Which are the key technologies/products identified in fabric care/home care industry?
- What are the suitable parameters for benchmarking of identified technologies/ products?
- What are the key characteristics of identified technologies?

3 Opportunity Assessment

- What are the licensing opportunities available in fabric and home care category?
- What are the partnership opportunities available in fabric and home care category?

Research Methodology

Secondary Research

- Conducted literature searches on various patent and scientific literature databases such as Science direct etc.
- Conducted searches on university portals, news portals, technology blogs etc.
- Conducted searches on product databases, start-up portals, etc.

Primary Research

- Telephonic interviews with key stake holders such as technology developers, research institutes, start-ups, etc

Benefits to Client

- Helped Client to understand emerging innovations in fabric and home care category
- Helped Client to understand licensing and partnership opportunities in fabric and home care category

Sample Analysis

1 Identification of Small Players & Assessment

2 Innovative Technology Benchmarking & Assessment

Company	Technology	Market
1. Advanced Materials	Physisorb-based fabric protection	Home care
2. Chemical Solutions	Enzyme-based stain removal	Home care
3. Textile Care	Enzyme-based stain removal	Home care
4. Home Care Products	Enzyme-based stain removal	Home care

Filter 1 For identifying relevant solutions for developing deeper understanding on licensing opportunities and business idea

- Identifying fabric protection from industry
- Global Innovation Rating (GIR) - 100
- Market size - 100
- Market size - 100
- Market size - 100

3 Opportunity Assessment

Thank you

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van Roggenweg
4th Floor, Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4, Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700