**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

## **Engagement Scope**



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?

## 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.

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# 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?



- Which are the key technologies/productsidentified 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?

### **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, newsportals, technology blogs etc.
- Conducted searches on product databases, start-up portals, etc.

#### **Primary Research**

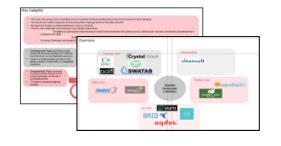
 Telephonic interviews with key stake holders such as technology developers, research institutes, start-ups, etc

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## **Sample Analysis**



Identification of Small Players & Assessment



Innovative Technology Benchmarking & Assessment

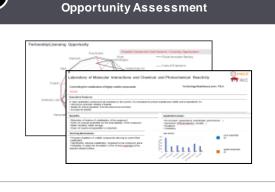
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# **Benefits to Client**

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

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



# Thank you

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