



Technology Landscape – Surface Cleaning & Disinfecting Substrate

Case Study



Client	Leading multinational consumer goods company and producer of health, hygiene and home products
Industry	Hygiene & consumer goods
Products	Cleaning products and healthcare

Context

- The objective of the study was to scan the market to understand current ecosystem and possible future outlook in order to clearly highlight novel technologies that could create strong brand differentiation thus help to be ahead of the curve.

Key Business Questions

- What are the current/ novel/ emerging/external innovations?
- What are the industry trends?
- What are the partnership opportunities available?
- What are the competitors activity in this domain?

Engagement Scope

1 Competitive Assessment

- What competitors are doing in surface cleaning and disinfecting substrate domain?
- What are the technologies developed by competitors?
- What are the benefits of competitors technologies?
- What are the recent innovative products launched by competitors?
- What are the technologies that competitors may commercialize in near future?

2 Emerging/External Innovative Technology Assessment

- What are the emerging technologies/ trends in surface cleaning domain?
- Who are the players actively working on innovative technologies?
- What are the benefits of identified technologies?
- What is the working mechanism of identified technologies?
- What are the research activity trends?
- What are the technical trends?

3 Probable Partnership Candidates

- Who are the novel solution developers?
- Who could be the probable partnership candidates?

Research Methodology

Secondary Research

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

Benefits to Client

- Helped Client to understand emerging innovations in surface cleaning and disinfecting substrate domain
- Helped Client to understand competitors R&D strategies
- Helped Client to understand suitable partnership candidates

Sample Analysis

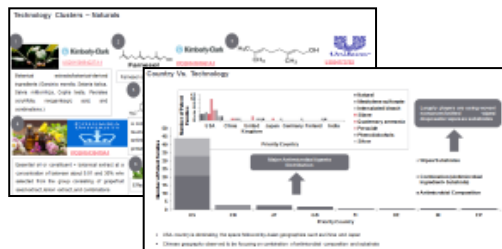
1

Competitive Assessment



2

Emerging/External Innovative Technology Assessment



3

Probable Partnership Candidates



Thank you

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