



New / Emerging Technologies and Competition in Malodor Space

Case Study

Case Study – New / Emerging Technologies and Competition in Malodor Space

Client	Leader in household consumer products and personal care industries
Industry	Personal and home care industry
Products	Personal and home care products

Context

- The objective of the study is to understand new/emerging technologies and competition in malodor space.
- **Key Business Questions**
- What is competitive market landscape regarding Malodor, its sources, how to combat it, and innovative technologies
- What are the new product launched by players?
- What are the research / patenting activities / trends of malodor space?
- What is the market scenario for malodor space?

Engagement Scope

1

Technology Landscape

- Who are the players active in malodor space? (Start-up / small companies/ universities/ institutes/ inventors)
- What are the details of identified players? (Establish year / employee strength, etc.)
- What are the technologies developed? (Benefits/ stage of development / working mechanism etc.)
- What are the recent activities in malodor market? (M&A / Collaboration / Partnerships/ New players entry/ new product launches, etc.)
- What are the technical trends in malodor space?
- What are the geographical hot-spots in malodor space?

2

Competitive Landscape

- Who are the competitors active in malodor space? (Big / mid-size organizations)
- What are the details of competitors? (Revenue / establish year / employee strength, etc.)
- What are the technologies/ products developed by the competitors? (Benefits/ stage of development / working mechanism etc.)
- What are the organic / inorganic strategies adapted by the competitors? (M&A/ Collaboration / Partnership, etc.)

3

Opportunity Assessment

- What are the licensing/partnership opportunities available in malodor?
- What are the technology transfer opportunities in malodor space?
- What are the emerging areas/ whitespaces available in malodor space?
- What are the less competitive areas?

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Research Methodology

Secondary Research

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

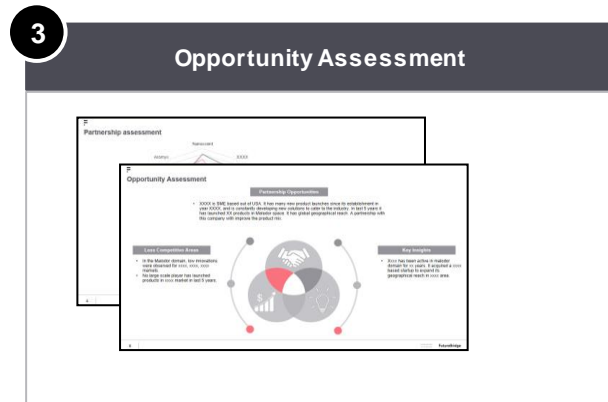
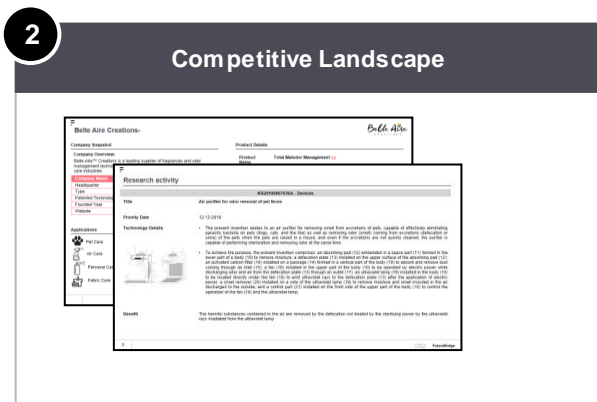
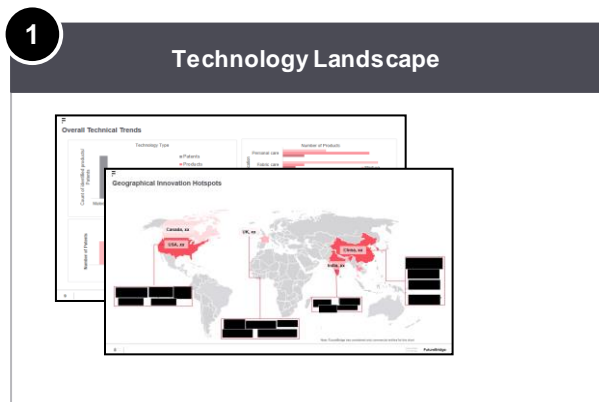
Primary Research

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

Benefits to Client

- Helped Client to identify emerging/upcoming innovations in malodor space.
- Helped Client to identify major players who are active in the malodor space.
- Helped Client in identify licensing/ partnership opportunities available in malodor space.
- Helped Client to spot the less competitive areas and white spaces.

Sample Analysis



Thank you

North America

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

Europe

Stadsplateau 7
3521 AZ Utrecht
The 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