



# Technology Landscape on Current & Emerging Innovations – Unit Dose Formats for Laundry Care

Case Study

# Case study - Technology Landscape on Current & Emerging Innovations (1/2)

<b>Client</b>	Leading player in health, hygiene and home products
<b>Industry</b>	Cleaning Industry
<b>Products</b>	Home Care Products

## Context

- The objective of current study was to identify current and emerging/new innovations and the subject matter experts (Manufacturers/ Developers/ Converters) of unit dose formats with application in the laundry category and adjacent industries.

## Key Business Questions

- What technologies are used today and what is new/emerging in unit dose formats for the laundry category?
- What are the various benefits of unit dose formats for the laundry category?
- Who are the subject matter experts in new/emerging unit dose formats for the laundry category?

## Engagement Scope

1

### Technology Landscape

- What are the recent / new developments in unit dose formats for the laundry category?
- Who are the developers of identified solutions? (Start-up/ Big/ Mid-size organizations/ academia)
- What are the applications of identified unit dose formats solutions? What are the pros & cons? (stability, cost, safety, etc.)
- What is the stage of development of identified solutions (on the market / still in development)
- Are identified solutions patent protected?

2

### Players Assessment

- Who are the players working on innovative unit dose formats and products in fabric care/home care along with adjacent industries category?
- What are the types of unit dose formats adapted by other players?
- What is the company size?
- What are the geographical hot-spots?

3

### Opportunity Assessment

- What are the opportunities/ whitespace available in the area of unit dose formats?
- Who are the suitable partners for unit dose formats in laundry and adjacent areas?

# Case study - Technology Landscape on Current & Emerging Innovations (2/2)

## Research Methodology

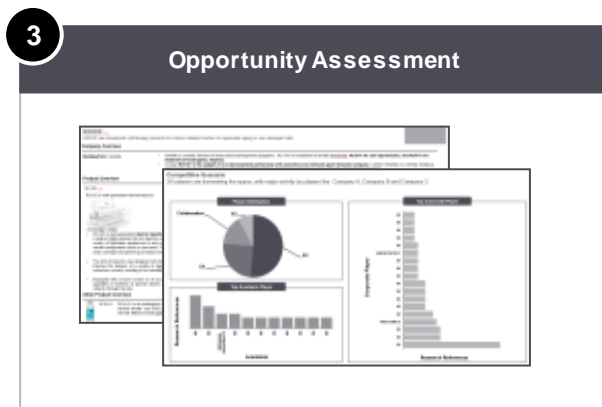
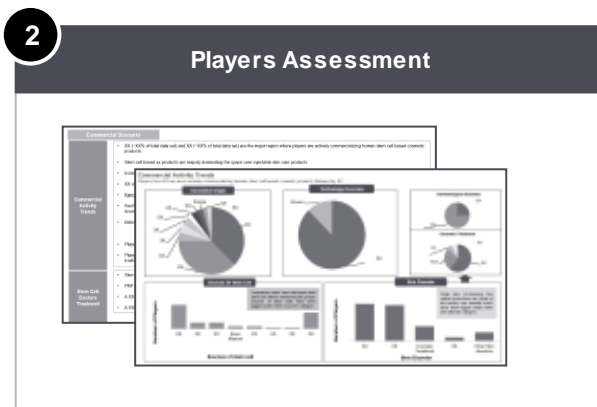
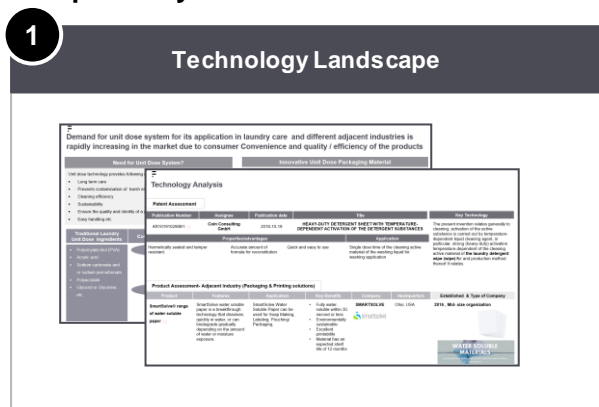
### Secondary Research

- Conducted various patent databases, scientific literature databases, university portals, start-up portals, news portals, technology portals, crowd-funding portals., government portals, journals.
- Further conducted searches in company websites, Start-up portals, crowd funding sources, commercial product/ ingredient databases, industry portals, news portals, social media, magazines to extract maximum relevant data.

## Benefits to Client

- Helped Client to understand Opportunity Assessment in home cleaning domain
- Helped Client to understand suitable partnership opportunities in other domain
- Helped Client to understand various unit dose formats for the laundry available in the market along with its benefits and additional feature (If Any)

## 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