

Technology Landscape: Future of Washing (Laundry Care)

Case Study

Technology landscape: Future of washing (laundry care)

Client	A Global Leading Player in Home Care Industry
Industry	Home Care & Chemicals
Products	Laundry & Cleaning, Adhesives

Context

- The client is a major player in the home and laundry care domain and was interested to know about the ground breaking and disruptive technologies in laundry care domain to align their business towards “Future of Washing”.

Key Business Questions

- Who are the active players (start-ups / universities / institutes / inventors / small companies) in this space?
- What are the technologies and products related to convenience of the consumers?
- What is the technology readiness level (Commercial/ Pre-commercial/ Ideation)?
- What are the futuristic technologies and opportunities in the convenience area?

Engagement Scope

1

Technology Landscape

- Who are the players offering technology solutions related to the convenience of the consumers?
- What are the solutions developed by the players in the area of pre-dose liquid detergents, detergent free laundry solutions, novel delivery formats for laundry, subscription models, touch less washing solutions?
- What is the technology readiness level (commercial/ prototype/ ideation)
- What are the futuristic technologies and opportunities in the convenience area?
- What are the existing white spaces in the related domain?

2

Competitive Landscape

- Who could be the suitable partnership candidates in the area of laundry care promoting consumer convenience?
- What could be the benchmarking parameters for suitable partner identification?
- What are the various types of consumer convenience technologies available in the global market along with player activity on these technologies?
- Which could be the suitable business model for Client business in the area of touchless washing, pre-dose liquid detergents, detergent free laundry solutions?
- What are the commercial scale innovation hotspots across the globe?

3

Future of Washing

- Who are the entities working on the futuristic / novel concepts in the laundry care domain?
- Where are the identified technologies which are segmented into various clusters fall on the technology radar?
- What are short term, mid term, and long term opportunities in this area?

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Research Methodology

Secondary Research

- Conducted searches on associations, commercial company databases (Factiva, Crunchbase, Mintel, Questel Orbit, Espacenet, USPTO etc.), governmental portals, and others
- Conducted searches on start-up portals (Trendhunter, Kickstarter, etc.), company websites etc.

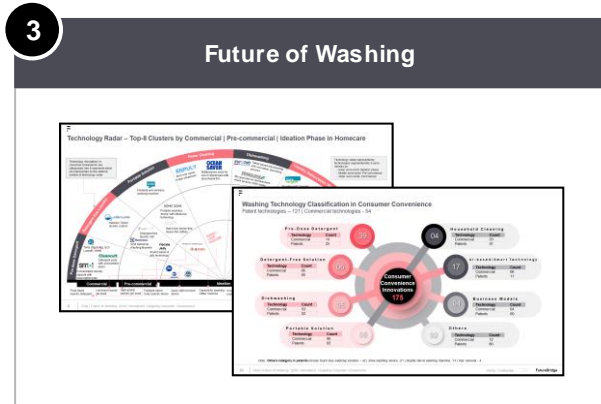
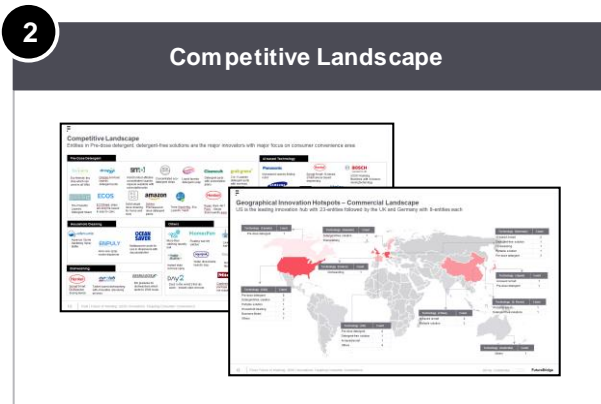
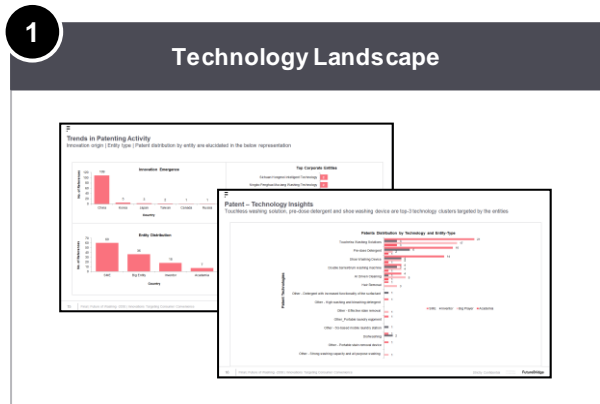
Primary Research

- Telephonic interviews with key stake holders such as technology developers, start-ups, SMEs, distributors, suppliers etc.

Benefits to Client

- Helped the Client to understand startups and SMEs activity at global level in consumer convenience domain.
- Helped the Client to understand who could be suitable partners for collaboration based on benchmarking parameters.
- Helped the Client understand the various technology offerings by the players in laundry care domain focusing on consumer convenience.
- Helped the Client understand the probable future technologies in consumer convenience area

Sample Analysis



Thank you

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