



Technology Landscape - Antiperspirant / Deodorant (AP/DO) / Body Care Sprays

Case Study

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Client	A Global Leading Player in Personal Care Industry
Industry	Personal Care & Hygiene Industry
Products	Antiperspirant / Deodorant / Body Sprays

Context

- Client is active in Antiperspirants/ Deodorants / Body sprays domain and was interested in assessment of innovation to improve the superiority and consumer delight of Client spray line across the globe. Therefore, Client would like to conduct technology and partnership assessment in the mentioned area.

Key Business Questions

- Who are players focusing on **non-aerosol / hydrocarbon-free / propellant-free sprays** for personal care applications? Who could be the suitable partners in this area?
- What are technologies developed by the players area of antiperspirant / deodorant / body spray? (**Start-up / small players / Mid-size player**)
- Who are the players offering aluminum-free sprays for personal care industry?
- What are the various other differentiation points of identified solutions such as new delivery mechanism | sustainable solution | customization | other benefits?

Engagement Scope

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Technology Landscape

- Who are the players offering non-aerosol/hydrocarbon-free/propellant free spray innovations (prototype / proof of concept / commercialized)?
- What are the solutions developed by the players in the area of antiperspirant / deodorant / body spray?
- Are identified solutions compliant to US and Canada regulations/ other countries?
- Who are the players in dispenser and product category?
- Where are the identified players located? (example: Germany / France / Other countries)
- Are identified technologies patent protected? (Yes/ No)

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Opportunity Assessment

- Who could be the suitable partnership candidates in the area of antiperspirant / deodorant / body sprays?
- What could be the benchmarking parameters for suitable partner identification?
- What are the various types of spraying technologies available in the global market along with player activity on these technologies?
- Who are the players offering various solution details: (Compressed air | N2-based | O2-based | BOV), pump sprays, battery enabled & innovative HC-spraying?
- Which could be the suitable business model for Client business in the area of recycling/composting?

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FutureBridge Recommendations

- Who are the top players in Europe and Americas focusing on non-aerosol / hydrocarbon-free/ propellant-free sprays?
- Who are the players using advanced technologies/processes for antiperspirant / deodorant/ body spray?
- Who are the players in aluminum-free sprays for personal care industry area can collaborate with client based on benchmarking parameters?

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Research Methodology

Secondary Research

- Conducted searches on associations, commercial company databases (Factiva, Crunchbase, Mintel etc.), governmental portals, and others
- Conducted searches on start-up portals (trendhunter, kick starter, etc), company websites etc.

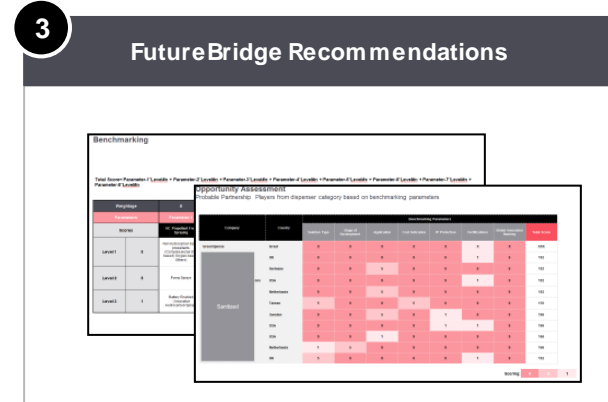
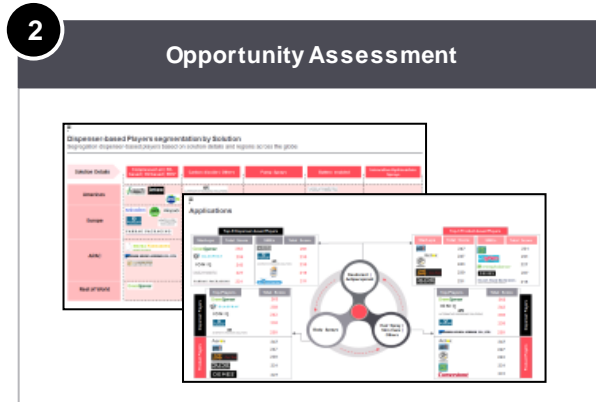
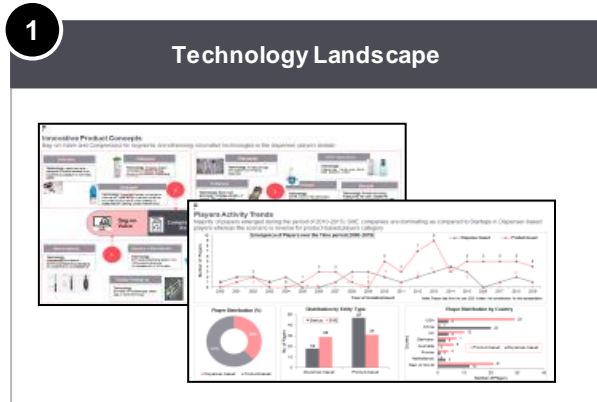
Primary Research

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

Benefits to Client

- Helped Client to understand startups and SMEs activity at global level in AP / DO / Body sprays area.
- Helped Client to understand who could be suitable partners for collaboration based on benchmarking parameters.
- Helped Client understand the various technology offerings by the players in AP / DO / Body sprays domain.

Sample Analysis



Thank you

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