



CASE STUDY

Assessing the Bleach Landscape In Home Care Segment





OBJECTIVE AND SCOPE

The client, a global consumer goods company wanted to understand the bleach domain in home care segment, to gauge opportunities arising from different channels. They wanted Benori's assistance in conducting a study with a focus on the following:

- Patent and non-patent landscape
- New developments, technologies, programs, and product launches
- Recent activities of the key players in the market, as well as emerging players





APPROACH

We conducted in-depth secondary research to identify patents, non-patent literature, and products to understand overall trends on recent technologies, key players and emerging players active in bleach domain for home care. Further, primary research was also carried out to validate the findings and to fill the data gaps on data gathered from secondary research.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

- Gaining a deeper understanding of global IP trends, recent technologies on bleach, key ingredients
- Activity and distribution of key players (product manufacturers, ingredients suppliers, academia, etc.)
- Overview on bleach-based commercial product



SAMPLE OUTPUT

Overall Trend in IP

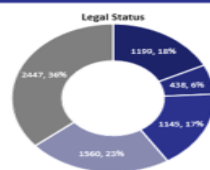
Patent Filing Trend in last 30 Years



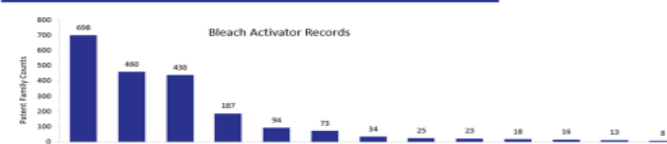
Research origin



Legal status

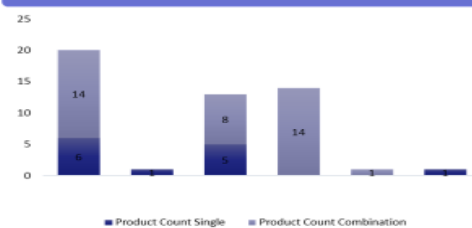


Bleaching Agent



Overview on Commercial Products Identified

KEY INGREDIENTS



KEY PRODUCT FORMAT



ACTIVE PLAYERS



KEY CLAIMS ON PRODUCTS

- Tough stain removal for a bright clean in just 1 wash
- De-stains and brightens dishes (including plasticware) with the power of Oxy Crystals
- Made with a plant-based triple enzyme blend to break down organic materials that get trapped in technical fibers
- Ultimate performance with 15% less chemical weight
- Targets stubborn 24hr dried-on stains
- Suitable for all water temperatures in standard and HE machines
- Safe For all fabrics

SCIENTIFIC BACKING OF PRODUCTS

- formulated claims to be scientifically
- and allergy tested claims to be dermatologist
- scientifically formulated enzyme claims to contain

KEY APPLICATION AREAS

- Laundry
- Dishwasher Detergent
- Washing machine cleaner
- Surface Cleaner

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