

BENORI



CASE STUDY

Assessing the Insect Repellent In-Home Care Segment





OBJECTIVE AND SCOPE

The client, a global consumer goods company, wanted to understand the insect repellent domain in the home care segment to better assess the global impact of repellent technologies. They sought Benori's support to:

- Understand the patent and non-patent landscape concerning new developments, technologies, and programs
- Identify the launches of new products, projects, and programs in the home care space
- Identify key players in the market





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 the insect repellent domain for home care. Further, primary research was also carried out to validate the findings and to fill the data gaps in data gathered from secondary research.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The research helped the client in:

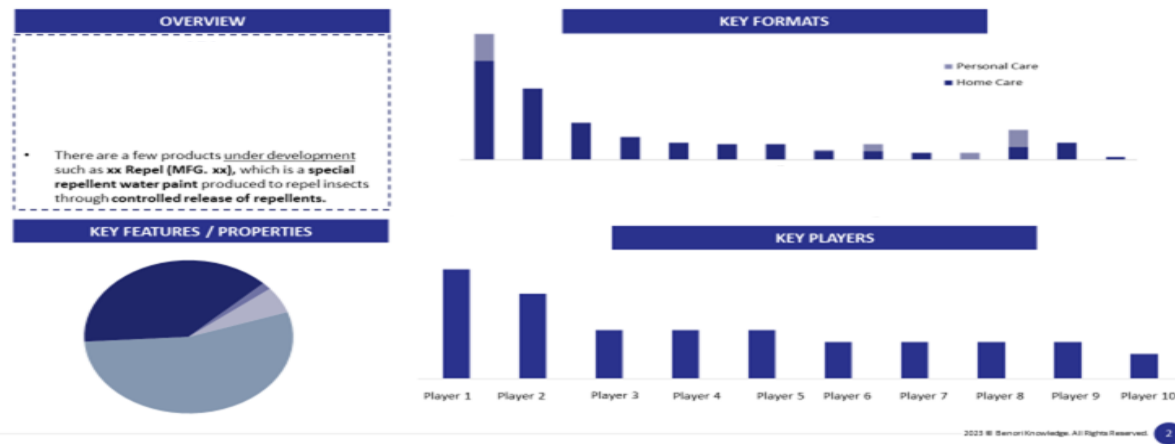
- Gaining a deeper understanding of global IP trends and recently released insect-repellent technologies
- Providing an overview of commercial products based on insect-repellent categories
- Assessing key players, new developments and implemented projects in the market



SAMPLE OUTPUT

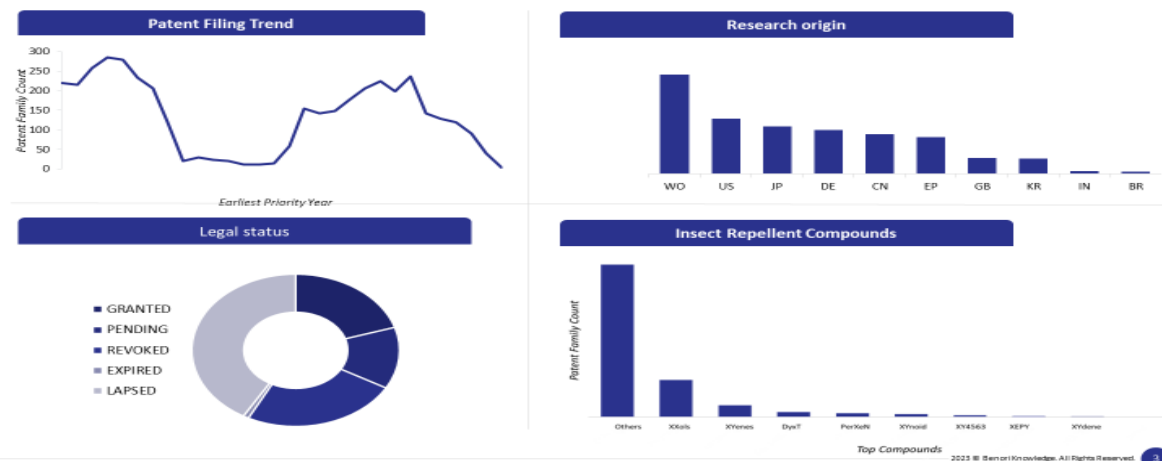
Overall Trend in IP

Overview on Commercial Products Identified



Overview on Commercial Products Identified

Overall Trend in IP




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