



CASE STUDY

Understanding the Application of Biotics in the Home Care Segment



• OBJECTIVE AND SCOPE

The client, a leading FMCG company, wanted to understand the application of biotics in the home care segment. To achieve this, it sought Benori's support to:

- Conduct a landscape study to identify the usage of biotics in various home care applications
- Understand research space on their use, prominent biotics, competitors' involvement, and claim analysis of these types of products





● APPROACH

We leveraged public databases to identify relevant patent filings, scientific literature, and commercial products, including product and patent claims. This was followed by categorization and insight generation, resulting in comprehensive reporting that provided a complete understanding of the research space, player activities, and claim analysis.



● METHODOLOGY



Secondary
Research



Primary
Research



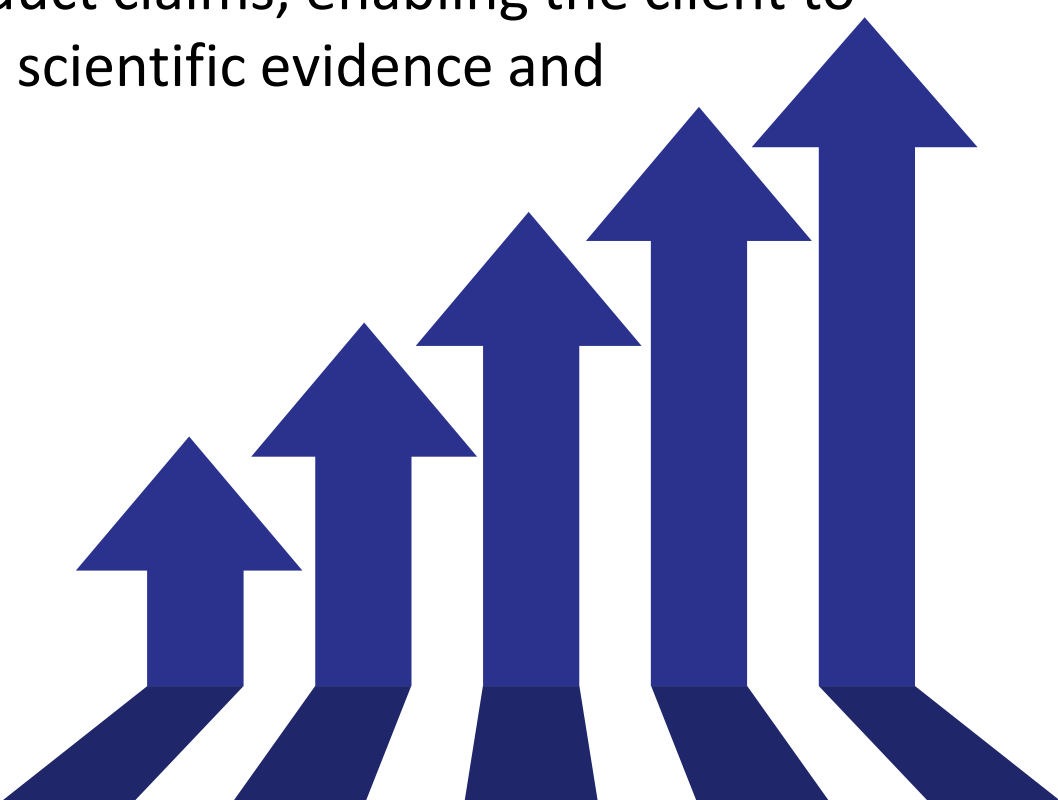
Financial
Modeling



● IMPACT

The research helped the client to:

- Provide a thorough overview of the current state of research on prebiotics, synbiotics, and postbiotics in Home Care, enabling the client to visualize the evolving research space and identify key areas of innovation
- Identify key competitors, new age start-ups, and notable collaborations, fundings, and partnerships
- Understanding of commercial product claims, enabling the client to distinguish between substantiated scientific evidence and unsubstantiated marketing claims





• SAMPLE OUTPUT

Executive Summary

| Parameters | Probiotic | Prebiotics | Postbiotics | Synbiotics |
|----------------------------|--|--|--|---|
| Number of Results Captured | | | | |
| Key Ingredients* | <ul style="list-style-type: none">Broadly mentioning ProbioticProbiotic 2Probiotic 3Probiotic 4 | <ul style="list-style-type: none">Prebiotic 1Prebiotic 2Prebiotic 3Prebiotic 4 | <ul style="list-style-type: none">Postbiotic 1Postbiotic 2Postbiotic 3Postbiotic 4 | <ul style="list-style-type: none">Synbiotics 1Synbiotics 2Synbiotics 3Synbiotics 4 |
| Key Applications Areas* | <ul style="list-style-type: none">Cleaning/Washing DetergentAnti-malodorStain removalAir deodorizer | <ul style="list-style-type: none">Cleaning/Washing DetergentAnti-malodorDishwashingAir deodorizer | <ul style="list-style-type: none">Cleaning/Washing DetergentAnti-malodorDishwashingSoil/stain removal | <ul style="list-style-type: none">Cleaning/Washing DetergentDishwashingAir deodorizer |
| Key Players* | <ul style="list-style-type: none">Player 1Player 2Player 3 | <ul style="list-style-type: none">Player 1Player 2Player 3 | <ul style="list-style-type: none">Player 1Player 2Player 3 | <ul style="list-style-type: none">Player 1Player 2Player 3 |

Patents Publications Commercial Products

*Top players based on the activity across patents, publications and commercial products

Claim Analysis

Probiotics : Key Claims

Products boast about "probiotics" on the pack with home care benefits, details about the actual strains used are usually at the back

Lavender probiotic daily shower spray

Clean Nest Living

Homebiotic® spray

PureBiotics

SCD Probiotics

Lavender & Patchouli Scented Probiotic Laundry Wash

Products explain about probiotics' application, efficacy, mode of action in product description

Probiotic craft multi-surface cleaner >>

Encapsulated within each bottle, probiotics remain packaged until use

Shake the bottle before use, as probiotics organically settle at the bottom over time

Upon application, probiotics wake up and begin to replace harmful bacteria

Probiotics continue to support a healthier and safer microbial environment up to 4 weeks after use

*Taken from patents (title, independent claims, publications (title, abstract), product (pack and digital claims)

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info@benoriknowledge.com



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