

In 2019, the global

HOUSEHOLD CLEANING PRODUCT MARKET

reached \$2|2BN with a growth of 5% PER YEAR



RAPID GROWTH DUE TO:

- · Consumer shift towards natural and clean-labelled, eco-friendly products (away from perceptions of harsh chemicals)
 - Reduction in non-biodegradable waste, particularly plastics
 - Less time on domestic housework
 - More time on leisure activities
 - Rising incomes



TECHNOLOGY OF PRODUCT FORMULATIONS

- Detergents & surfactants
- Water softeners
- Bleaches & enzymes
 - Polymers (fillers)
- Foaming agents
- Colour & fluorescence additives
 - Fragrances
 - Antibacterials & preservatives

AIR FRESHENERS

Global \$13.3bn UK £340m

POWDER DETERGENTS

Global \$11.1bn UK £286m

LIQUID DETERGENTS

Global \$26.1bn **UK £667m**

POLISHES

Global \$3.7bn UK £95m

DETERGENT **TABLETS**

Global \$9.6bn

MANUAL DISHWASHING

Global \$9.6bn UK £245m



Global \$10.1bn UK £259m

LAUNDRY AIDS

Global \$14.9bn UK £381m

FABRIC **CONDITIONERS**

Global \$13.8bn UK £354m

HOME INSECTICIDES

Global \$4.8bn UK £122m

SURFACE CARE

Global \$24.5bn UK £626m

AUTOMATIC DISHWASHING

Global \$14.9bn UK £381m



ANTIMICROBIAL TEXTILES are specialist textiles with an ANTIMICROBIAL COMPOUND.



This compound helps **resist contamination** from bacteria, viruses, protozoans and fungi and control odours.

They are **frequently used** for applications in:



CURTAINS MEDICAL BEDDING



THE GLOBAL TEXTILES MARKET reached \$9.5BN in 2019 with a growth of 5.4% PER YEAR

THE MARKET IS £250M

Key drivers behind market growth in Asia Pacific (region with highest growth rate):

- PREVENTION OF HOSPITAL ACQUIRED INFECTIONS GROWING PER CAPITA INCOMES
 - INCREASED HEALTH AWARENESS
 - RISING POPULATION

