

In 2019, the global
HOUSEHOLD CLEANING PRODUCT MARKET
reached **\$212BN** with a growth of **5% PER YEAR**



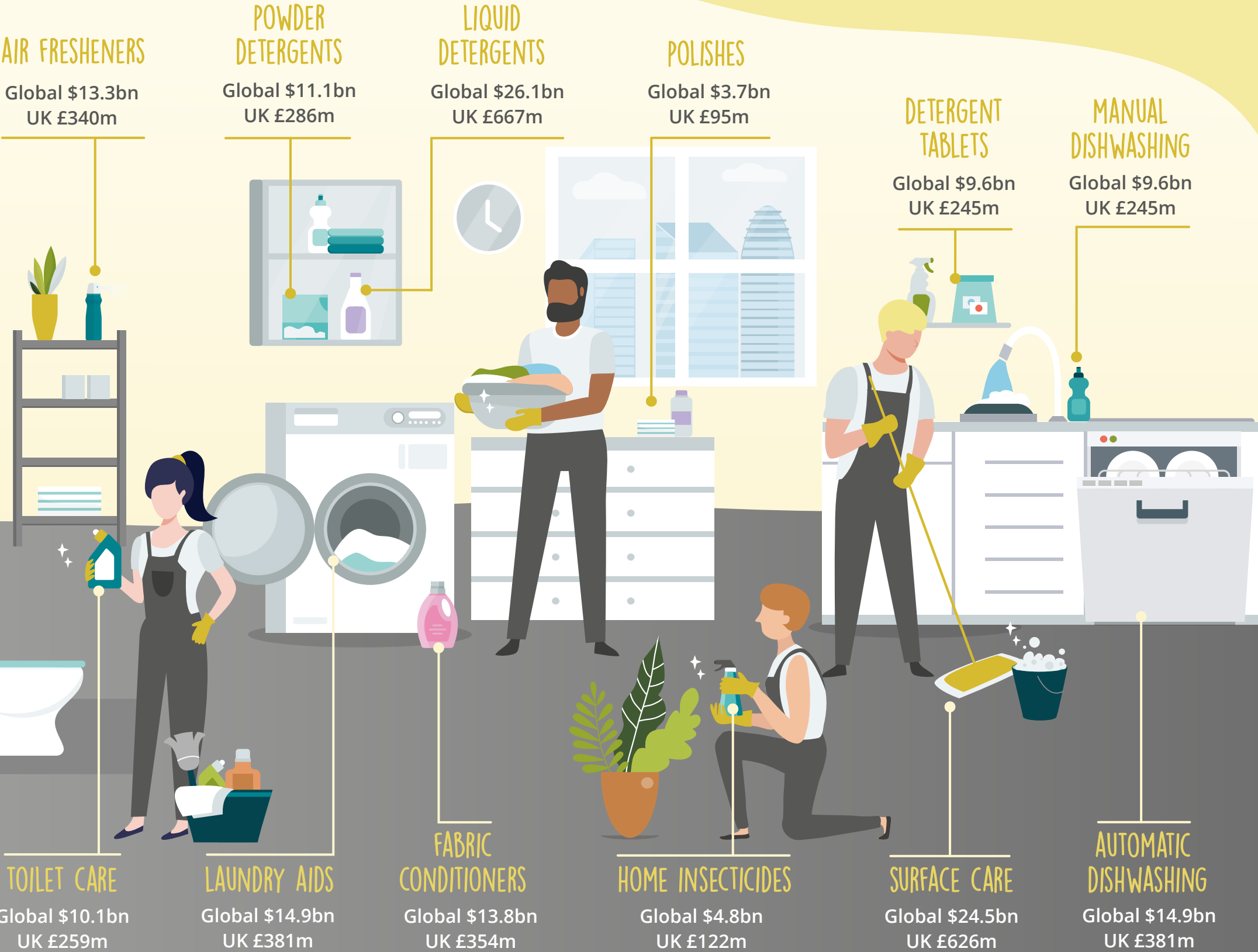
RAPID GROWTH DUE TO:

- 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



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:

MEDICAL
& MILITARY
UNIFORMS

SHOES

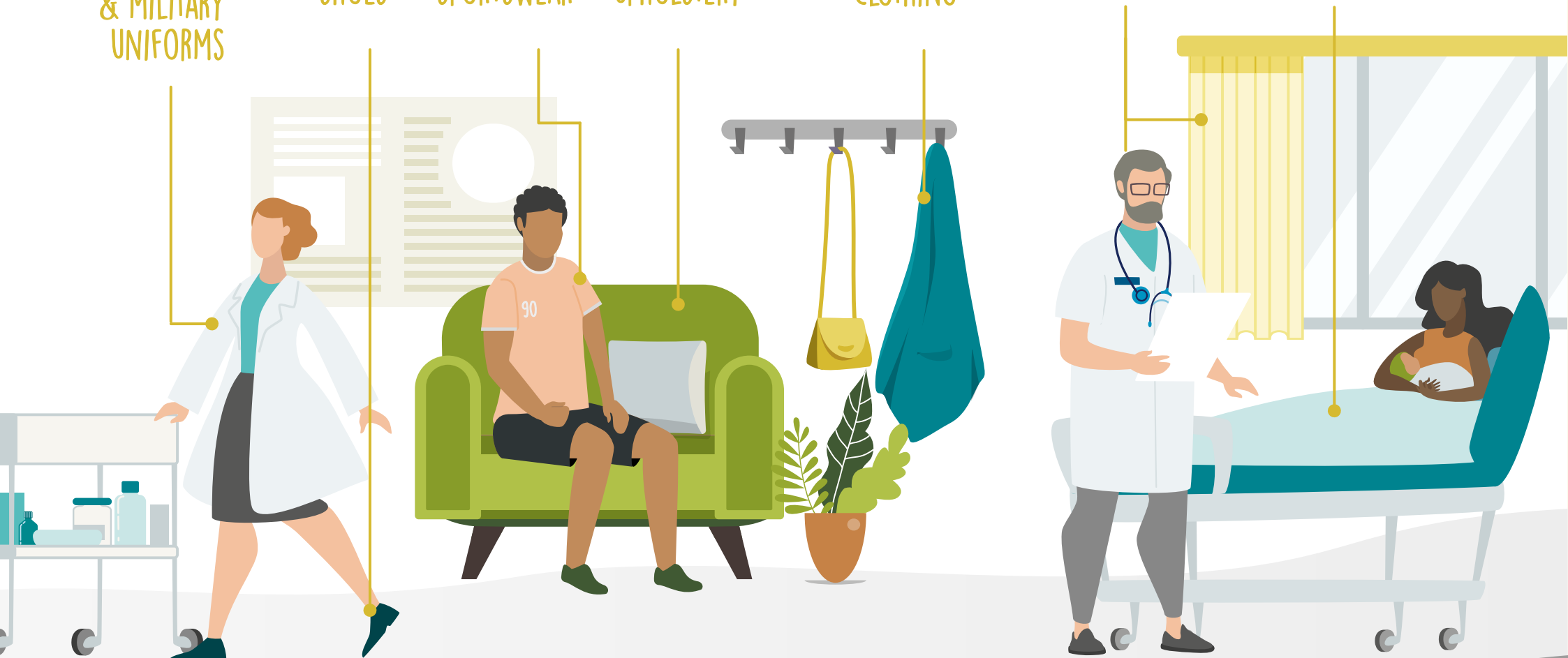
SPORTSWEAR

UPHOLSTERY

OUTDOOR
CLOTHING

CURTAINS

MEDICAL BEDDING



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

IN THE UK
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

