INDUSTRY TRENDS

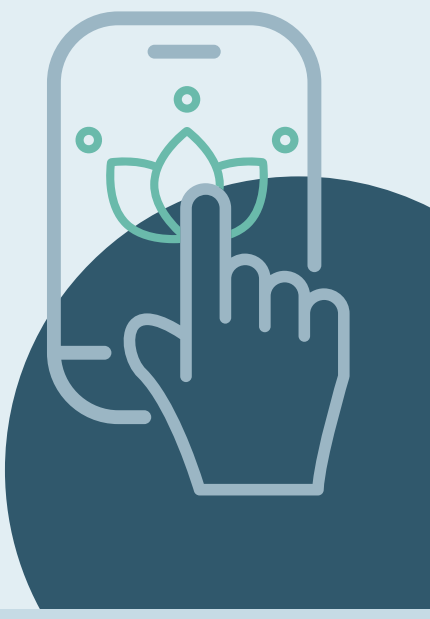
Home Care

RISING STAR TRENDS *(RAPID GROWTH)*

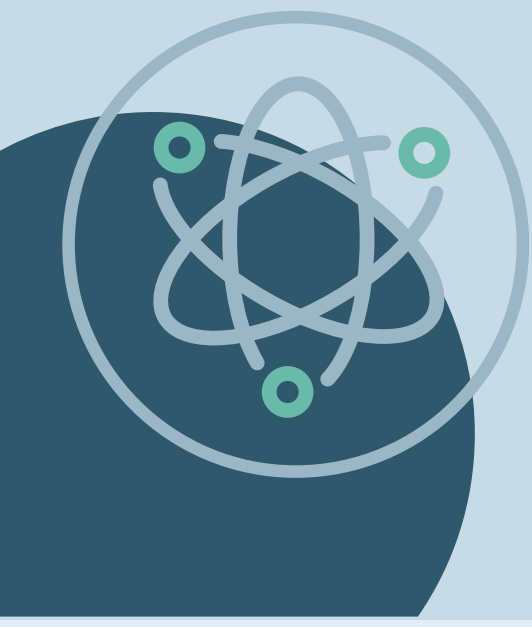
1 SMART/APP-CONNECTED HOME SYSTEMS

Beyond convenience, these devices capture **real-time usage data,** allowing brands to predict refill cycles and understand regional scent preferences.

Future iterations are moving toward **"scent-layering"** capabilities where users can blend multiple fragrances via an app to create a personalized atmosphere throughout the day.



2 TARGETED MALODOR SOLUTIONS



Innovation is shifting from generic "fresh" scents to **molecular neutralization** that bonds with nitrogen and sulfur compounds (pets) or terpenes (cannabis).

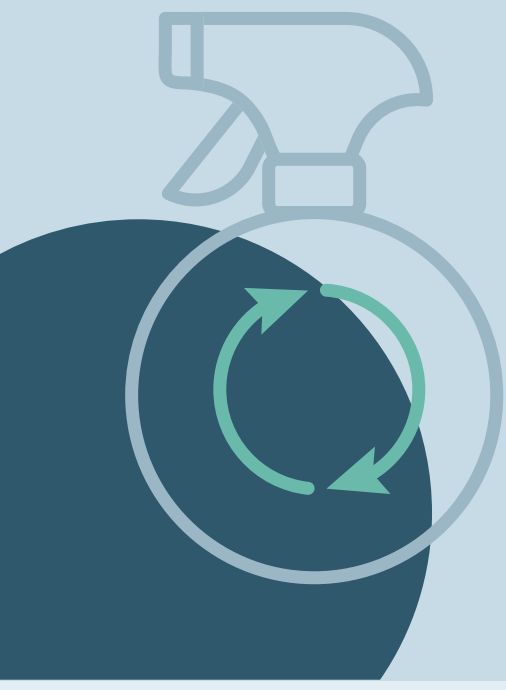
This approach allows for **"fragrance-free" odor elimination**, a high-demand category for sensitive households.

3 FINE-FRAGRANCE CROSSOVER INTO HOME CARE

Brands are adopting **"skin-safe" fragrance** standards and complex notes like tomato leaf, sandalwood, and salted musk to treat home care as an extension of **personal identity.**

This shift is driving consumers to view surface cleaners and laundry detergents as **"lifestyle accessories,"** justifying premium price points and prestige packaging.





4 REFILL-AND-REUSE CONCENTRATES

By stripping out the water (often **90%** of a traditional cleaner's weight), brands are optimizing retail shelf space.

The focus is now on the material science of dissolvable films and the aesthetic durability of **"forever bottles"** that consumers are proud to display.

5 FAMILY-SAFE DISINFECTING

Hypochlorous acid (HOCl) offers a 30-second kill time for common pathogens while remaining **food-safe.**

These solutions require no rinse-step on food-contact surfaces, meeting the demand for **"lab-grade" efficacy** in a format safe enough for nurseries and kitchens.



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