

## Antimicrobial household products sell like hotcakes in APAC

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**Singapore:** A new study from Mintel has revealed that Asia Pacific (APAC) is the global market leader in R&D of antibacterial household products. This is evident from the fact that close to 30 percent of new products have been launched in the APAC region in the past 12 months, as compared to 18 percent in Latin America, and nine percent in Europe. This has substantially fueled the disinfectant products market in the household sector.

According to Mintel latest research on household trends, manufacturers in the APAC region are capitalizing on the fear of germs, with Malaysia posting 40 percent new product development in the antibacterial household segment, while other big countries, such as China and India posted 32 percent and 31 percent respectively.

When it comes to the most dynamic sub-categories, innovation in products carrying antibacterial properties has been particularly active in dishwasher and laundry detergents, with automatic detergents (various types of laundry detergents for use with machines) registering 17 percent of the products launched in the region, followed by toilet cleaners with 14 percent, and hand dishwashing with 13 percent.

Dr David Jago, director, innovation and insights, Mintel, said that, "With laundry detergent manufacturers actively promoting low temperature products, and consumers keen to adopt low temperature for reasons of economy as well as ecology, there may be potential in Europe for the type of disinfecting fabric care products more commonly seen in the Asia Pacific region. This means current manufacturers of fabric care products sold in Europe have the opportunity to develop such products for the European consumer or Asia Pacific entrants could introduce their versions into Europe."

Another factor that distinguishes the household market in APAC is the issue of odor neutralizing, those products that claim to remove or neutralize odors or kill the germs that cause bad odors. New launches carrying the claim registered 21 percent of total new product activity in the past 12 months in the region, as compared to 11 percent in North America, seven percent in Europe and six percent in Latin America.