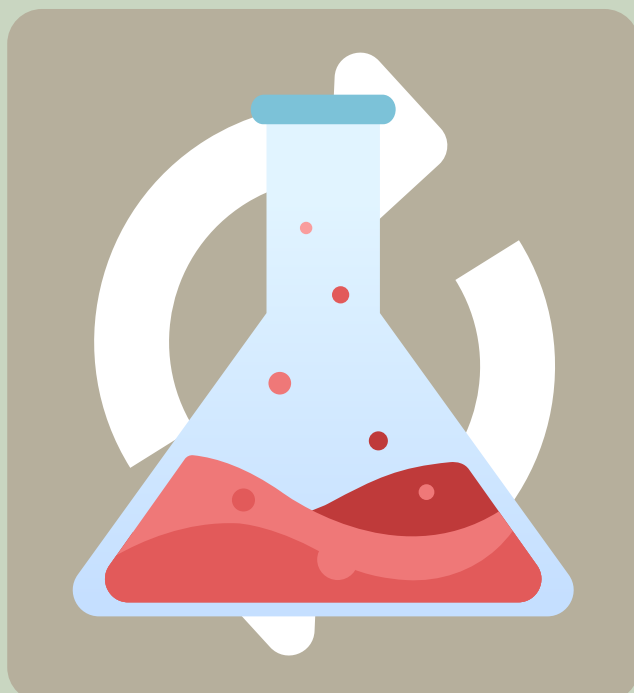


# INDUSTRY TRENDS **HEMOCARE PRODUCTS**

## TOP 5 TRENDS OF 2024



### 1. Eco-Friendly Formulas

Brands are innovating with biodegradable, refillable, and waterless products, aligning with consumer demands for sustainability.

NielsenIQ found that

# 73%

of global consumers prioritize eco-friendly homecare products to reduce environmental impact.

### 2. Smart Home Integration

Homecare products are becoming part of connected ecosystems, with smart detergents and cleaning solutions that work seamlessly with appliances.

Smart home growth is set to reach

# \$138 Billion

by 2026, with cleaning and homecare devices contributing significantly.



### 3. Allergen-Friendly

Products that address allergies and sensitivities (e.g., fragrance-free or hypoallergenic options) are gaining traction among health-conscious consumers.

# 20%

of U.S Households Report

purchasing fragrance-free or hypoallergenic cleaning products, according to **Mintel**.

### 4. Multi-Functional

Innovation is leaning toward all-in-one solutions that save time and reduce waste, such as combined cleaning and disinfecting products.

The demand for multi-functional cleaning solutions is increasing!

# 60%

of consumers preferring products that simplify tasks, per a survey by Statista.



### 5. Antimicrobial & Preventative

Post-pandemic hygiene habits have spurred demand for products with long-lasting antimicrobial properties for greater peace of mind.

# 35% SURGE

in demand for long-lasting antimicrobial homecare products post-pandemic.

**Reference Sources:**  
[McKinsey Report](#)  
[Mintel Homecare Report](#)

  
**curion**  
Consumer Insights. Delivered.