· Perfume your world ·

Trend Watch

H₂O₂

Sozio
DEPUIS 1758

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MARKET OVERVIEW

- Key Brands
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MARKET OVERVIEW - key brands

- Clorox
- Lysol
- Resolve
- Scrubbing Bubbles
- Biokleen
- OxiClean
- Ecover
- Spray 'n Wash
- Boardwalk
- Pledge
- OdoBan
- Scotts
- The Honest Co.
- Mrs. Meyer's
Leaders in H2O2 products include companies: Clorox, The Honest Co., & Whole Foods Market.
Leading H2O2 products launched in the last 3 years were categorized as **FABRIC CARE & DISHWASHING PRODUCTS** & they remained leading in 2018.

With **OPPORTUNITIES** in H2O2 products such as **TOILET CARE & PAPER PRODUCTS** remain prevalent.

Source: Mintel GNPD, 2019
MARKET OVERVIEW - facts & figures

Top Product Claims - H2O2 Product Launches
% by segment, North America, 2018

- Over 30% of new H2O2 products were launched in 2018 using the claim “ETHICAL & ENVIRONMENTAL.”
- With OPPORTUNITIES in NATURAL or CONVENIENCE claims prevalent.

Source: Mintel GNPD, 2019
WHAT IS H2O2?

COLOURLESS LIQUID, RESEMBLING WATER, THAT IS A STRONG OXIDISER, AND COMMONLY USED AS A BLEACHING AGENT & DISINFECTANT

**AS A BLEACHING AGENT**

Around half of the two million tons of hydrogen peroxide produced each year is used to bleach paper. In homes, it’s found in some bleaches as an alternative to chlorine bleaches. It’s also used in some stain remover sprays as a bleaching agent.

Substances that are coloured usually contain groups of atoms known as chromophores, which absorb some wavelengths of visible light, causing colour. Hydrogen peroxide essentially destroys these chromophores.

![PERHYDROXYLION](image)

**HYDROGEN PEROXIDE**

*Dihydrogen dioxide*

*Colourless liquid*

\[ H_2O_2 \]

**AS A DISINFECTANT**

Hydrogen peroxide’s oxidising ability means it can be used as a disinfectant. If put on a cut, it foams, due to an enzyme in blood catalysing its breakdown into water and oxygen.

\[ 2H_2O_2 \rightarrow 2H_2O + O_2 \]

**IN HAIR DYES**

Hydrogen peroxide is used in hair dyes to oxidise the melanin pigments in hair, causing them to lose their colour. It also helps oxidise other chemicals in the dye mixture, such as 2,5-diaminotoluene, to help produce the dye molecules that colour the hair.

![2,5-diaminotoluene](image)

**IN GLOW STICKS**

Hydrogen peroxide is included in one of the compartments in glow sticks. It reacts with the ester compound that is contained in the other compartment, and a product of this reaction then decomposes, producing energy that excites the dye & leads to the emitted light.

![Glow Stick Reaction](image)
MARKET OVERVIEW - product showcase

H2O2 PRODUCT FORMATS

DISH CARE
- Clorox Urine Remover For Stains & Odors
- biokleen Citrus Essence Automatic Dish Powder
- Pledge Floor Care Multi-Surface Finish

FABRIC CARE
- Scrubbing Bubbles Fresh Scent Toilet Cleaning Gel
- Lysol Cool Spring Breeze Wipes
- OxiClean Fresh Scent 2 in 1 Laundry

HARD SURFACE CARE

TOILET CARE

PAPER PRODUCTS

BATHROOM CLEANERS

Source: Mintel GNPD, 2019
FRAGRANCE TRENDS

- Fragrance
- Sozio Analysis
CITRUS fragrance family is the leader in H2O2 product scents.
FRAGRANCE TRENDS - Sozio analysis

AROMATIC

FRESH

CITRUS

FLORAL

Lemon Verbena
Automatic Dish Packs
Mrs. Meyers

Cool Spring Breeze
Toilet Cleaner
Lysol

Citrus
Dishwasher Tablets
Ecover

White Flower
Laundry detergent pods
365 Everyday Value

Source: Mintel GNPD, 2018
FRAGRANCE COLLECTION

- Aromatic
- Fresh
- Citrus
- Floral
FRAGRANCE COLLECTION - aromatic

RARINFALL
SZ101868

Top
Agrumen,
Red Fruits,
Aldehydes,
Lemon, Lime

Middle
Eucalyptus, Pine,
Green Leaves, Herbal

Bottom
Woody

Color Inspiration

Market Inspiration
Renuzit
After the Rain

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FRESHLY PICKED
SZ104920

Top
Peach, Pineapple, Red Fruits, Fresh Apple

Middle
Green Leaves, Muguet, Clove

Color Inspiration

Market Inspiration
Lysol Citrus Sparkle Zest

Bottom
Vanilla, Woody
FLUFFY CLOUDS
SZ102447

Top
Aldehydes,
Fruity, Citrus

Middle
Green, Herbal,
Cyclamen, Rose, Violet

Bottom
Orange Flower,
Amber, Cedarwood
FRAGRANCE COLLECTION - fresh

CRISP SHEETS
SZ104921

Top
Ozonic, Aldehydes, Fresh Green, Melon, Apple

Middle
Herbal, Rose, Violet, Lavender, Geranium

Bottom
Cedarwood, Sandalwood, Musk

Color Inspiration

Market Inspiration

Febreze Linen & Sky
WWW.JESOZIO.COM
WWW.JESOZIO.COM
FRAGRANCE COLLECTION - citrus

LIME SPLASH
SZ102467

Top
Orange, Pineapple, Lemon- Lime

Color Inspiration
PANTONE®
368 U

Middle
Green, Floral

Market Inspiration
Pledge
Clean Citrus Scent

Bottom
Woody
SUMMER CITRUS
SZ104228

Top
Lemon,
Orange,
Aldehydes

Middle
Fresh Green,
Red Fruits

Bottom
Orange Flower

Color Inspiration

Market Inspiration

Method
Sweet Tangerine

WWW.JESOZIO.COM
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FRAGRANCE COLLECTION - citrus/fruity

A NEW DAY
SZ104912

Top
Citrus, Peach, Red Fruits, Melon, Apple

Middle
Dewy Green, Jasmine, Rose

Bottom
Amber, Musk, Woody

Color Inspiration

Market Inspiration

Mr. Clean
Febreze Hawaiian Aloha
FRAGRANCE COLLECTION - floral

WATER GARDEN
SZ101780

Top
Apple, Fresh Herbal, Green, Ozonic

Color Inspiration

Middle
Jasmine, Rose, Muguet

Market Inspiration

CLOROX 2
Fresh Meadow

Bottom
Orange Flower, Woody