



ANTI-BACTERIAL

HAND SANITIZER DEMAND

COVID-19 is already having a drastic impact on consumer outlook and behavior. Most agree that isolation and hand washing is the best defense against virus contraction. As a result, sanitizers have become high-demand items - and expected to be a hygiene mainstay as consumers place safety and self-care above all else.

SHARP INCREASE IN SALES



Revenue in the Hand Sanitizer segment reached \$5,343.15m and is expected to grow at 6.2% annually



As of April 2020, Hand Sanitizer is the fastest growing hand hygiene item worldwide with over 19,038% growth



In the US, 43% of consumers are spending more on personal hygiene products such as hand sanitizer



THE NEW NORMAL

66 days

The amount of time **lasting habits take to form** according to the British Journal of General Practice. After this window, their imprint is likely remain, even after initial driver fades - creating an opportunity to help sustain consumers' new, healthy habits.



the now Normal

Could the current COVID-19 crisis cause permanent change to hand hygiene and wellness lifestyle habits? New sales trends, consumer insights and social preferences suggest heightened sensitivity to daily health and safety in a post-coronavirus world.



Effective Cleansing

Frequent hand cleansing points to opportunities for much desired "cleanse-moisture combination" products as consumers will be focused on effective cleansing while keeping skin's barrier healthy.



Traceability and Trust

The ritual of cleansing will be elevated, and place greater emphasis on being scrupulously clean. Product traceability and brand trust will become paramount.



Protection

Selling "survival" will become the new norm, driving consumers' need for products that offer protection - "protects family against germs and bacteria," "kills germs and bacteria," and "keeps my family safe from disease" are top benefits.



Natural Position

Fear will supercharge natural formulas and cruelty-free lifestyles. As the virus is thought to be animal caused, the demand for plant-based ingredients will accelerate.

Adopt This: Immune Boosting And Wellness Fragrance Ingredients

- ✓ **Sandalwood** - with its antiviral and antiseptic properties, and its warm, creamy aroma, sandalwood is set to become a mainstream in wellness products
- ✓ **Tea Tree** - packed with antiseptic and antibacterial compounds, this essential oil offers a fresh, camphor-like aroma
- ✓ **Lemon Balm** - soothing, healing and calming, lemon balm boasts antibacterial, antioxidant and inflammatory benefits with a "clean" scent
- ✓ **Peppermint** - known to help inhibit the growth of bacteria on skin while imparting a refreshing scent that provides an energizing boost
- ✓ **Ginseng** - the "king of all herbs," this adaptogen offers a woody, earthy aroma
- ✓ **Lavender** - known to improve sleep and reduce anxiety, lavender is soft and sweet with herbal notes
- ✓ **Citrus Fruits** - clementine, lime, grapefruit, tangerine - are all rich in vitamins and promote wellness, with a juicy, fresh scent
- ✓ **Eucalyptus** - known for its purifying, cleansing, clarifying, and immune-boosting benefits, with a sharp, minty scent
- ✓ **Coconut** - helps reduce inflammation and keeps skin moisturized; has the power to olfactively transport to a tropical paradise...
- ✓ **Herbal Teas** - green, white, chamomile - all offer relaxation benefits and calming, herbal scents

Hand Sanitizer: Key Packaging and Formulation Call-Outs

"Absorbs into skin easily without any drying effects"



"Not tested on animals, suitable for vegans, and is non-GMO verified"



"Effective, yet gentle"



"Bottles are made entirely of recycled plastic"



"Non-sticky, fast-drying, mess-free formula"

