

Trends

Natural Fruitions



Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.



Setting the scene

Natural Fruitions

Throughout a broad spectrum of Quilt.ai engagements over the pandemic, we've observed a need in the homecare category for strong efficacy.

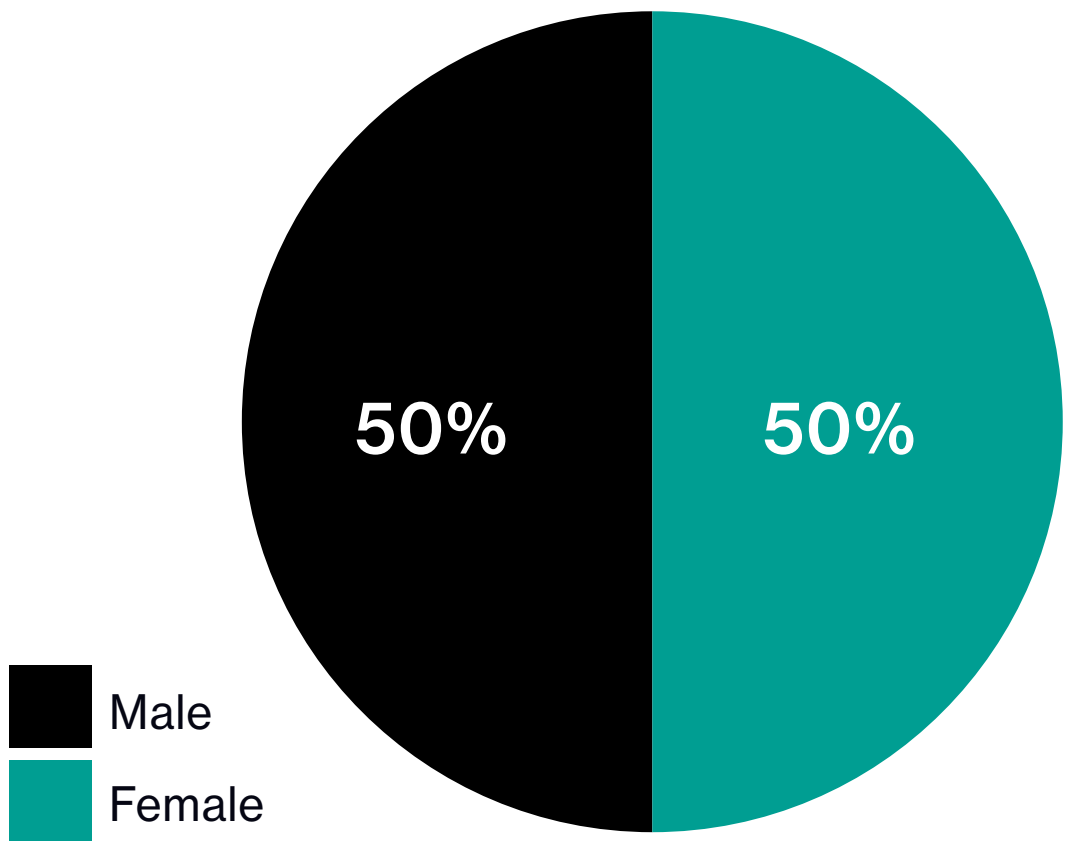
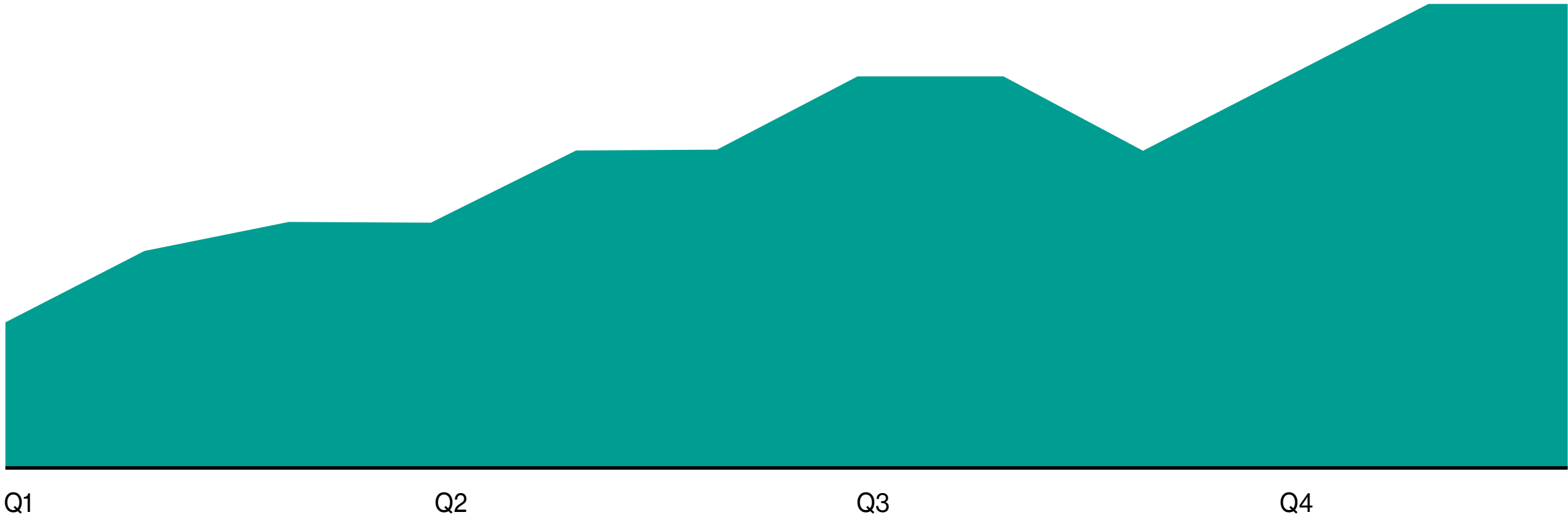
With the looming threat of illness, harsh chemicals returned into the home in the name of blitzing any harmful bacteria or disease.

Yet when it comes to personal care, we're seeing a stronger return to nature. This, coupled with a need to 'get away', infers an almost tropical, fruitful harvest of ingredients, categories and new personal care.



Earth Breeze Detergent breathes new life into laundry, opting for ‘laundry sheets’ over liquid detergents

earth breeze detergent: 1H to 2H 63.10% growth*

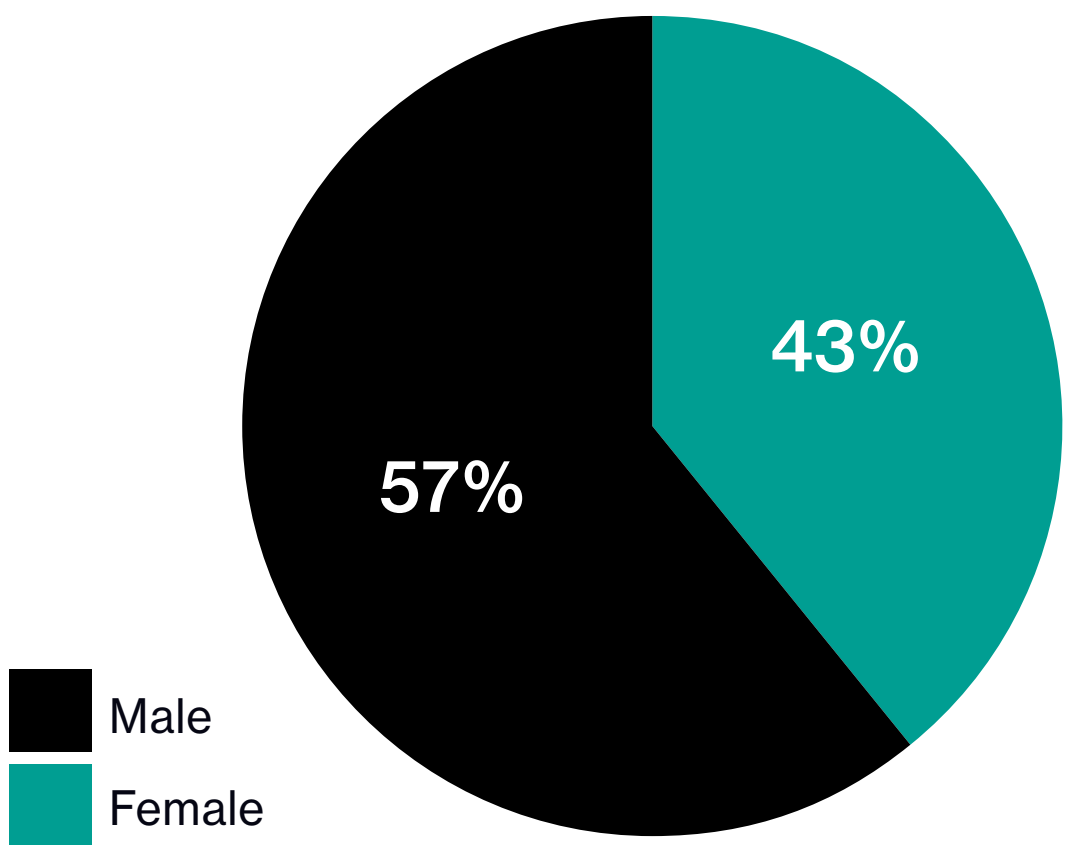
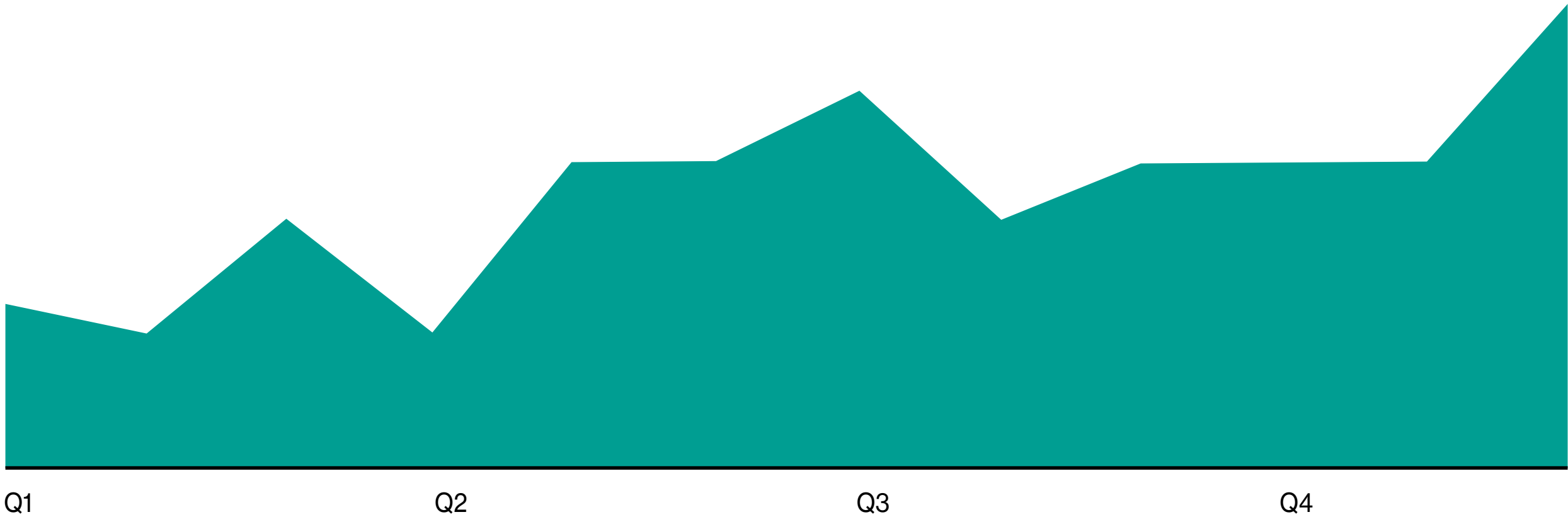


Laundry sheets, a new and emerging space in the laundry category, are claimed to consume less water, and disperse less plastic waste, over their conventional, liquid competitors.



Rosemary hair products slowly grow in interest as consumers look for natural solutions for thicker hair

rosemary hair products: 1H to 2H 56.82% growth*

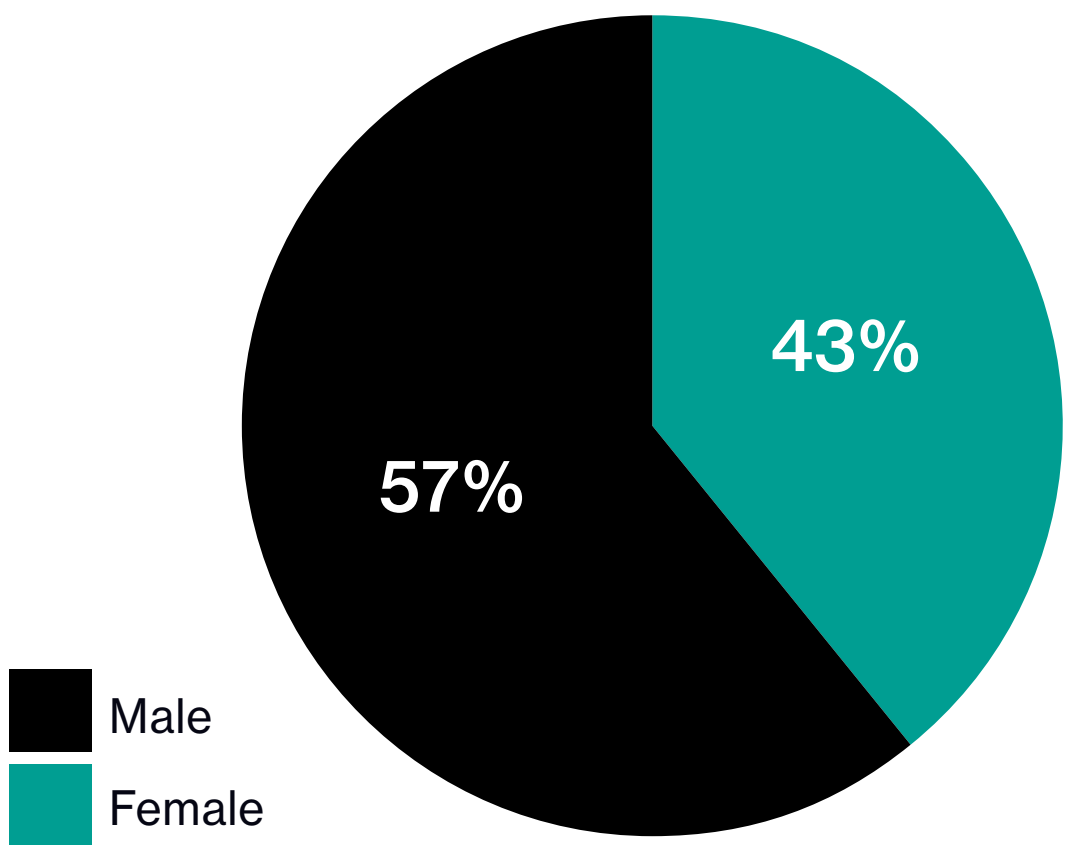
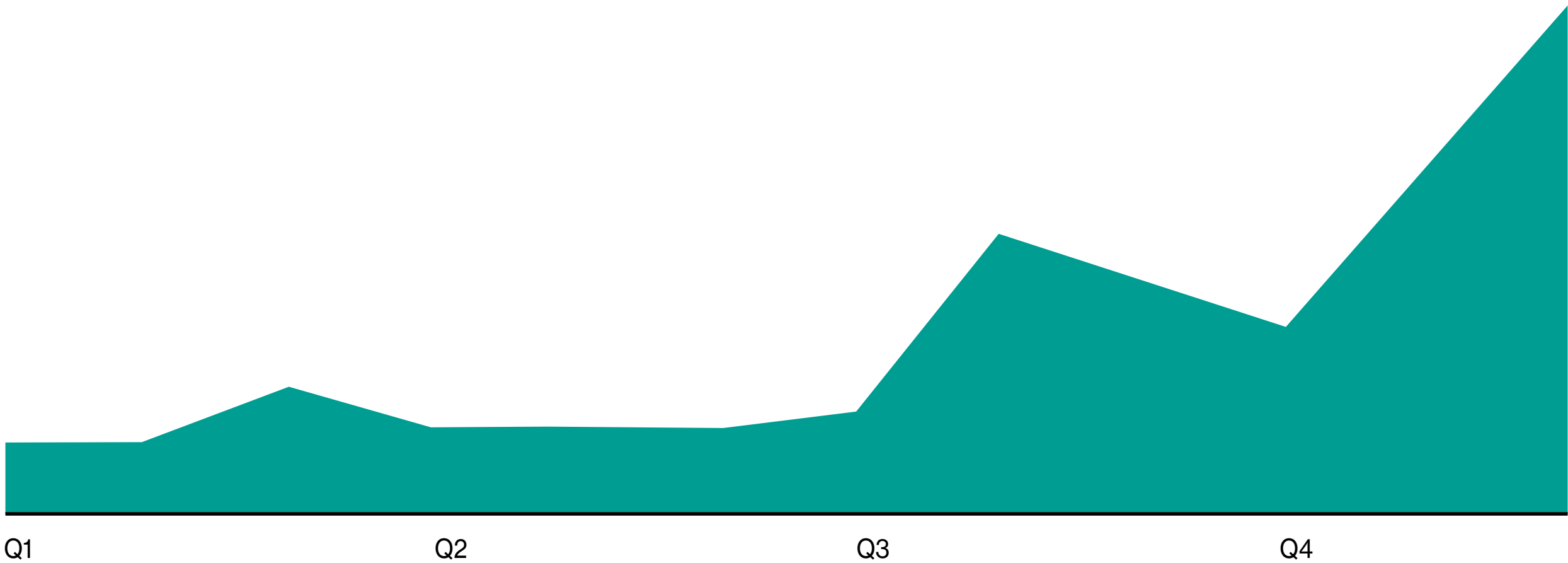


While science acknowledges that rosemary improves hair growth and thickness, consumers have recently explored these options in increasing numbers.



Honeypot Pads benefits from growing interest in herbally infused female sanitary products

honeypot pads: 1H to 2H 223.70% growth*



Honeypot Pads offer a range of products that claim to harmonise hygiene with nature, with herbally infused products that are less harmful / irritable.



Key brand takeaways

1

Keep it personal

While home care has a clear ‘chemical’, efficacy need, the benefit of using herbally infused functionals in personal care allows you to play across a variety of senses.

Explore native flowers, herbs and ingredients in local areas to stronger connect with consumers and the environments / functionals they may have previously experienced, whether sight, smell or even taste, as they’ve grown up.



Key brand takeaways

2

Stew up new concoctions

With more herbal ingredients appearing in new and interesting categories, now may be an interesting time for R&D teams across industry to experiment with new formulaic combinations.



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