

# THE DETERGENTS & MAINTENANCE PRODUCTS INDUSTRY IN FACTS & FIGURES

.....  
Ensuring cleanliness &  
hygiene at home and  
in public spaces

A·I·S·E

since 1952



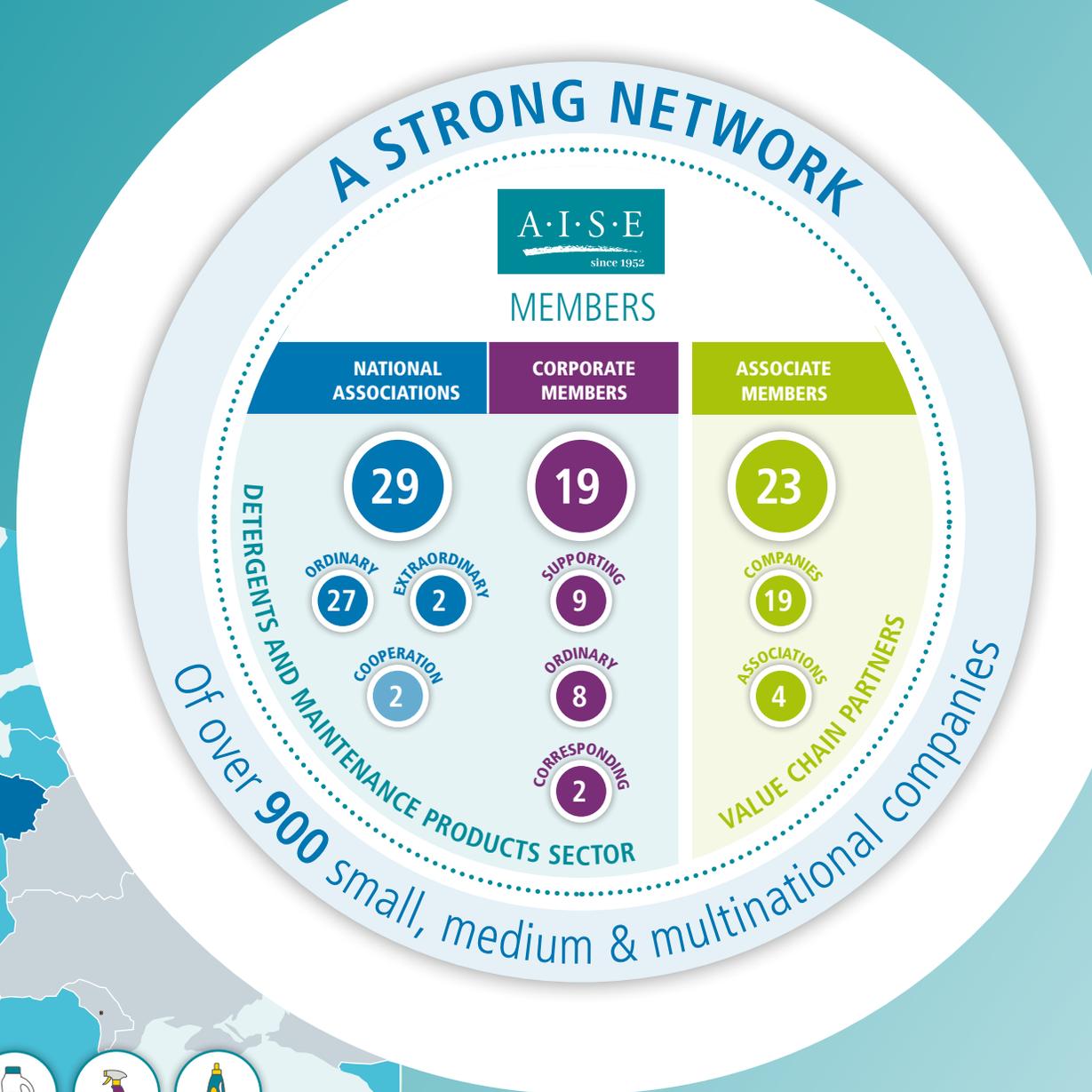
# About the A.I.S.E. network

## The detergents and maintenance products industry across Europe

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators **for more than 70 years**. Membership consists of 29 national associations across Europe, 19 corporate members and 23 value chain partners. Through this extensive network, A.I.S.E. represents **over 900 companies** supplying household and professional cleaning products and services across Europe.

The industry is a substantial contributor to the European economy with an annual **market value of €45,5 billion**, directly employing 95 000 and 360 000 throughout the value chain.

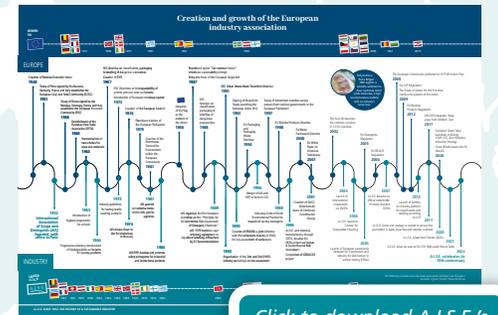
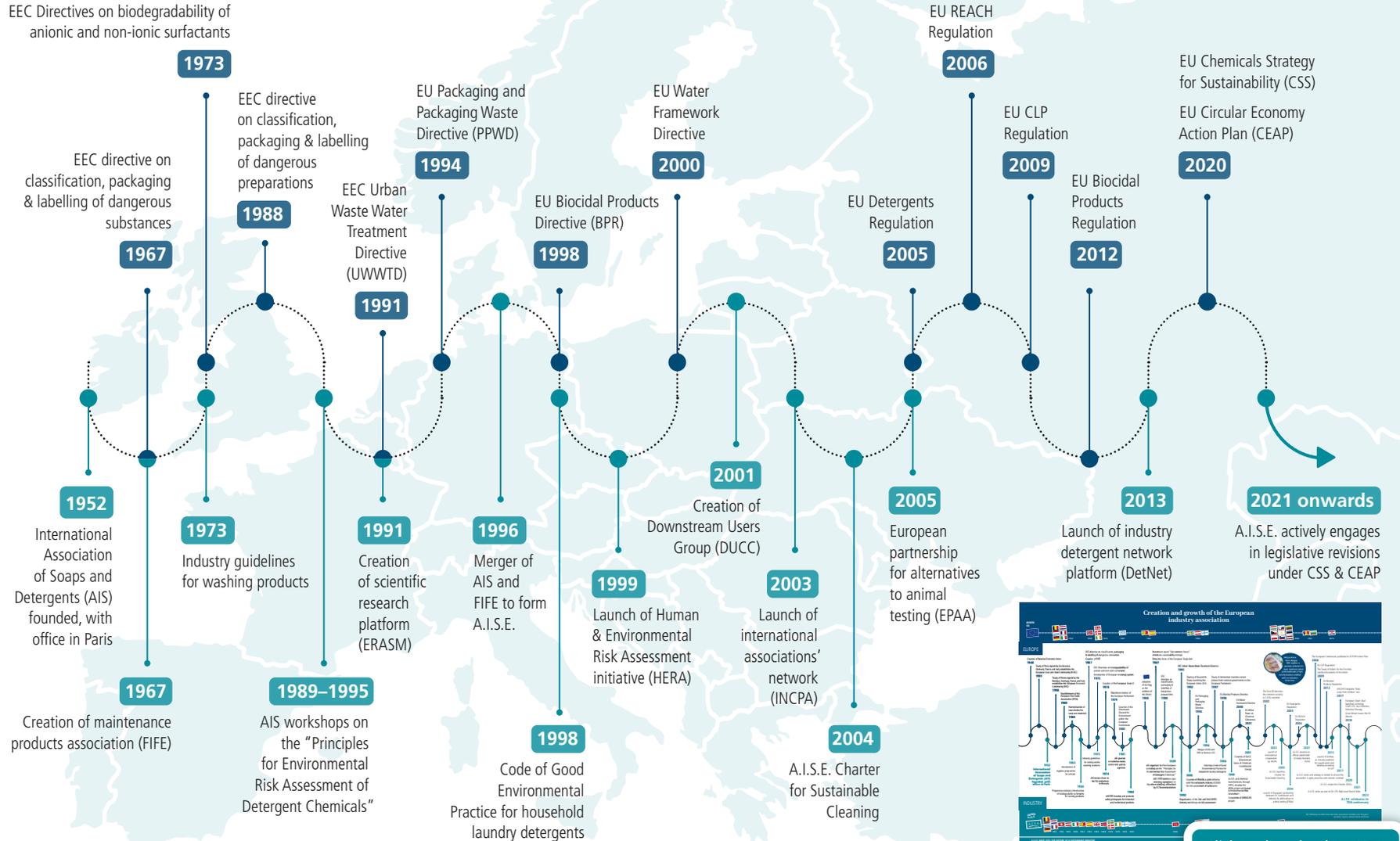
A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.



# Creation & growth of the European industry association

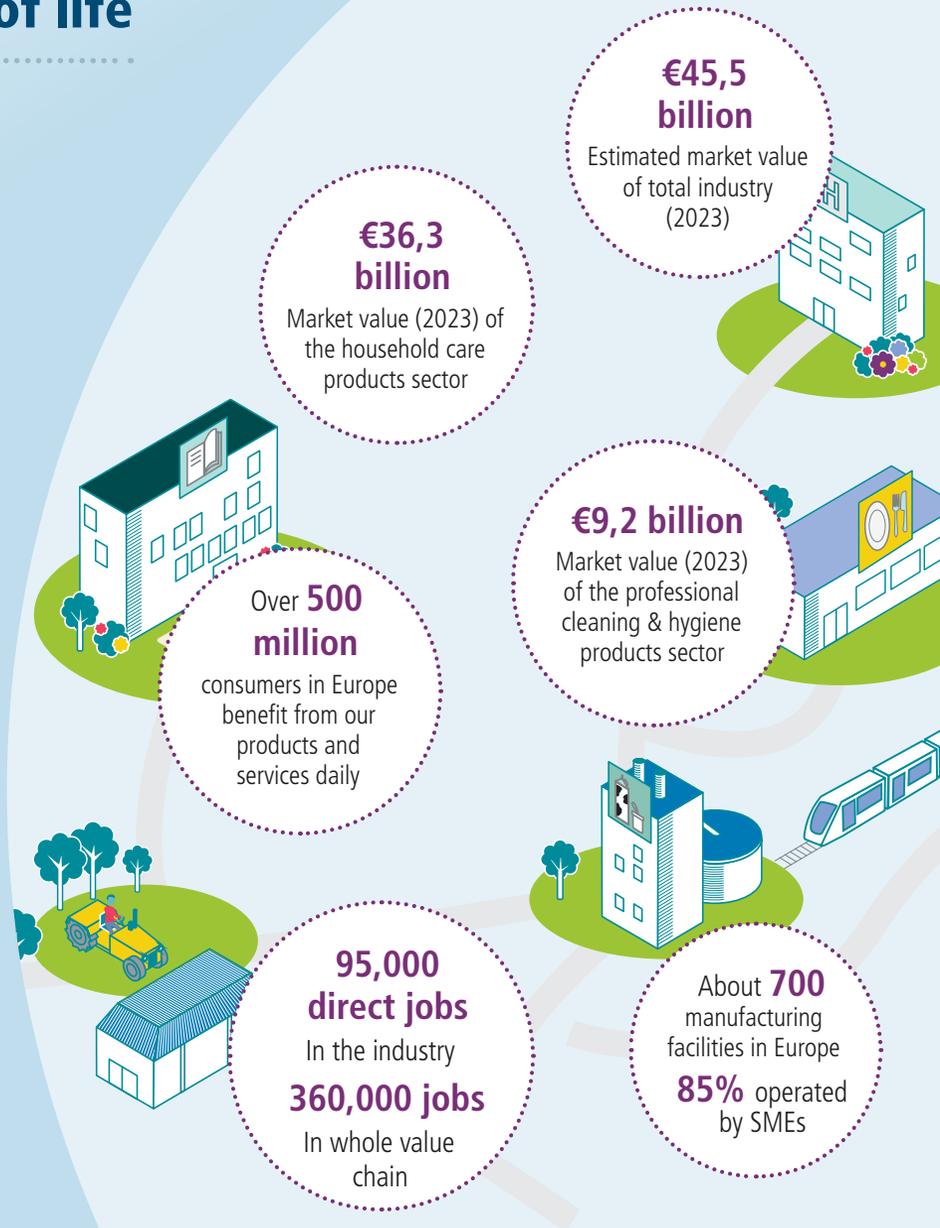
EUROPE

A.I.S.E.



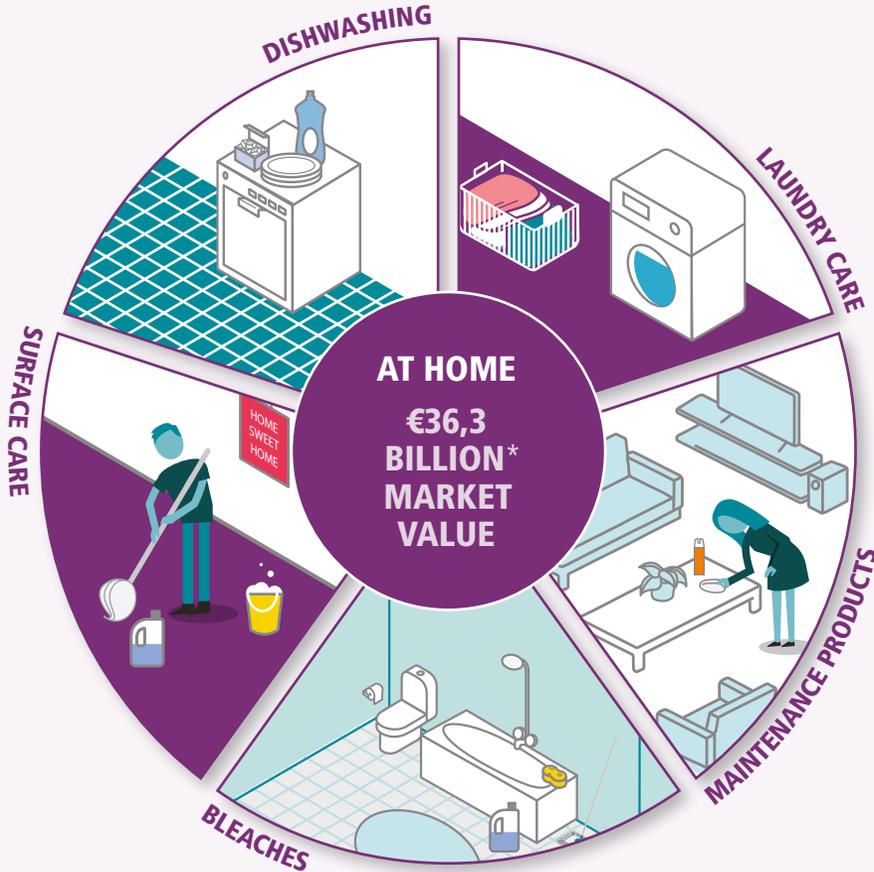
[Click to download A.I.S.E.'s full history since 1952](#)

# Protecting our European economy & way of life



# Cleanliness & hygiene at home

Keeping our homes clean and ensuring our wellbeing



Source: Quantitative study by Insites Consulting for A.I.S.E., June 2020



My own **cleanliness** and **hygiene** is not just important for myself; it is also **important for the health of people around me**



Cleaning and hygiene **in my home** is important because it helps me and/or the people I live with **avoid becoming unwell** or getting an **infectious disease**



When my place is **clean**, it gives me **peace of mind**



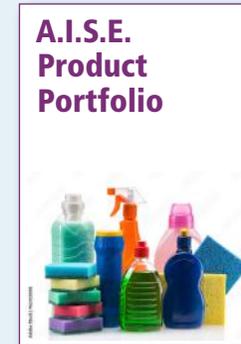
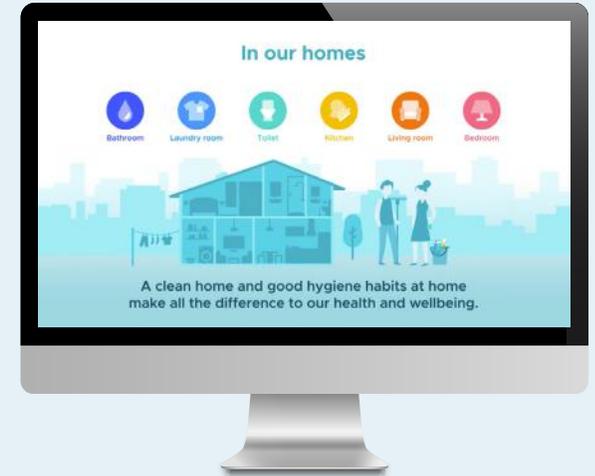
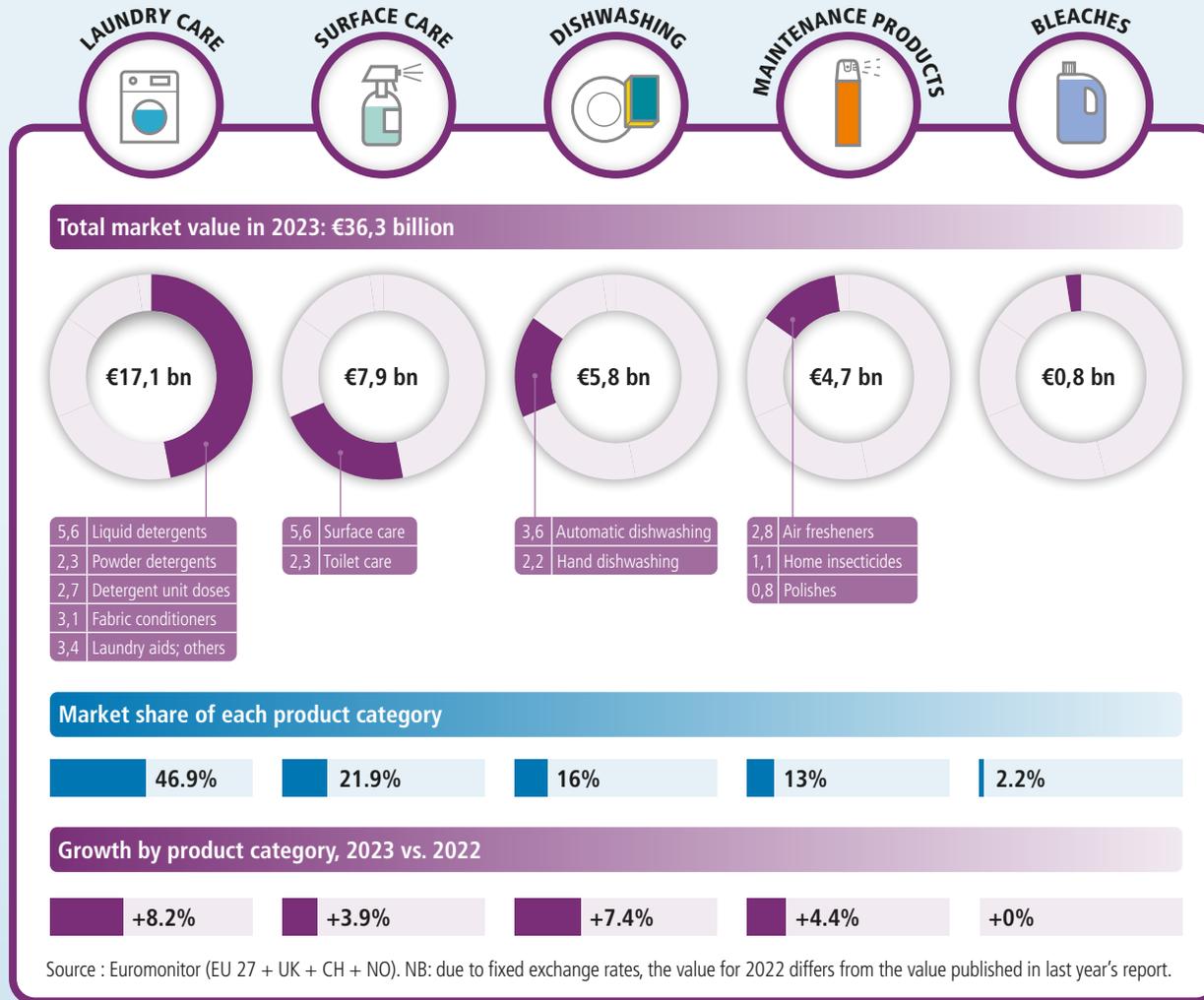
My belongings last **longer** if I clean them **regularly**



\*2023 market value

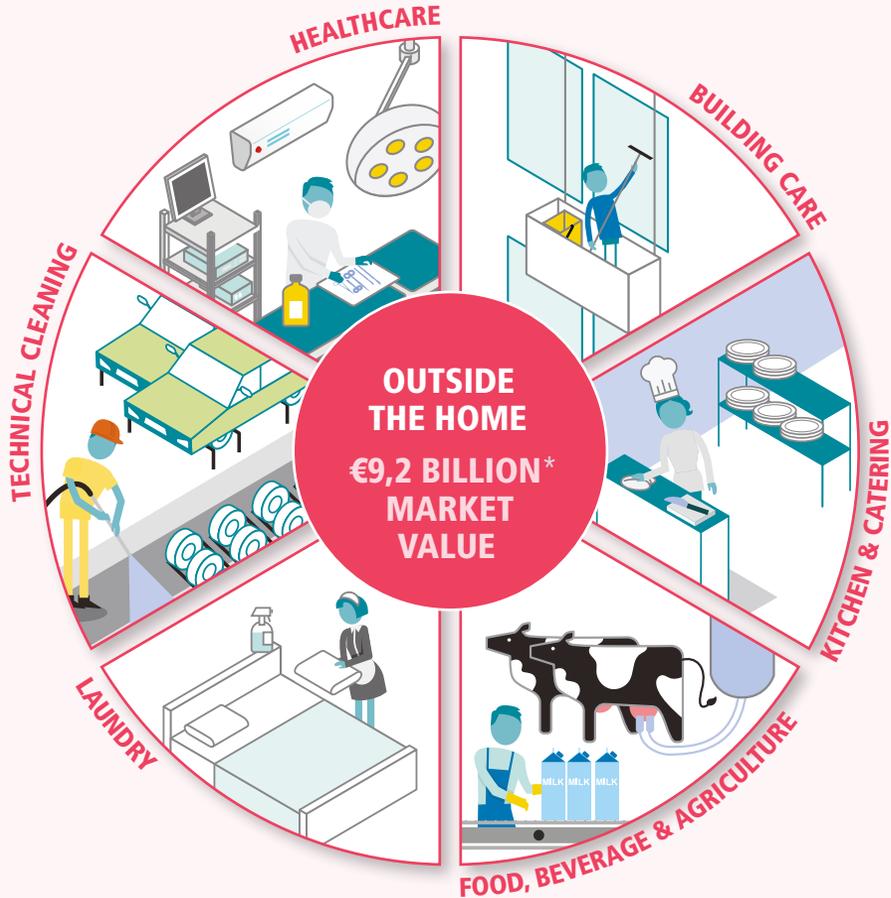
# Consumer data

## The strength of the consumer products market in Europe in 2023



# Cleanliness & hygiene outside the home

Fundamentally sustaining society with professional cleaning solutions



Source: Quantitative study by Insites Consulting for A.I.S.E., June 2020



“ We should **talk more about** the importance of (and standards used for) cleanliness and hygiene **outside the home** ”



“ When I leave my **children at school**, I would like to be sure that their **surroundings** and the **food they eat** there are in line with high quality **hygiene standards** ”



“ The cleaning and hygiene industry **protects our health** and keeps our offices, hospitals, restaurants and **public places clean and hygienic** ”



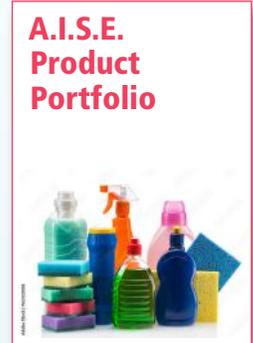
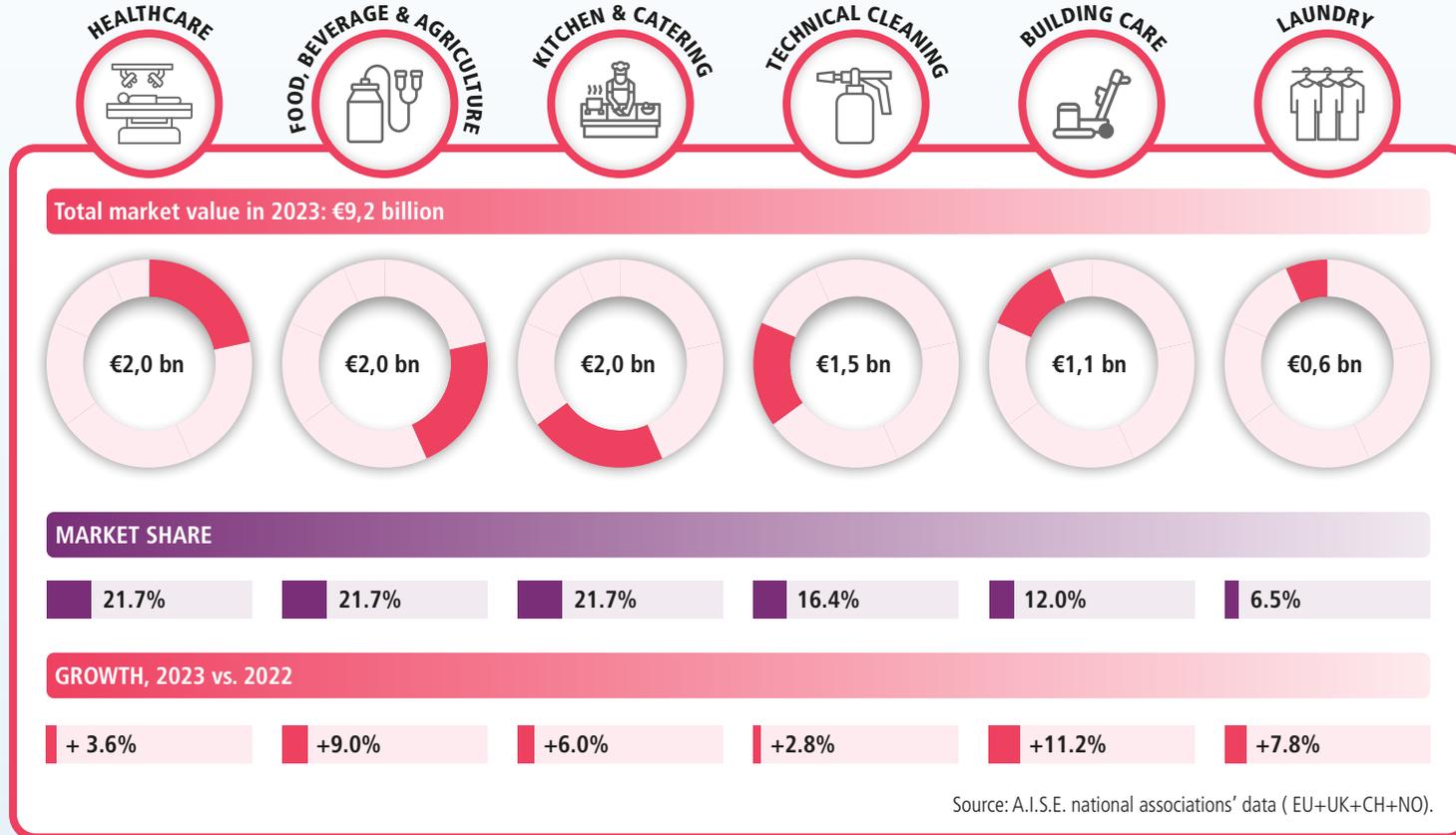
“ When I take **public transportation** (e.g. metro, airports), cleanliness and hygiene are **important** ”



\*2023 market value

# Professional data

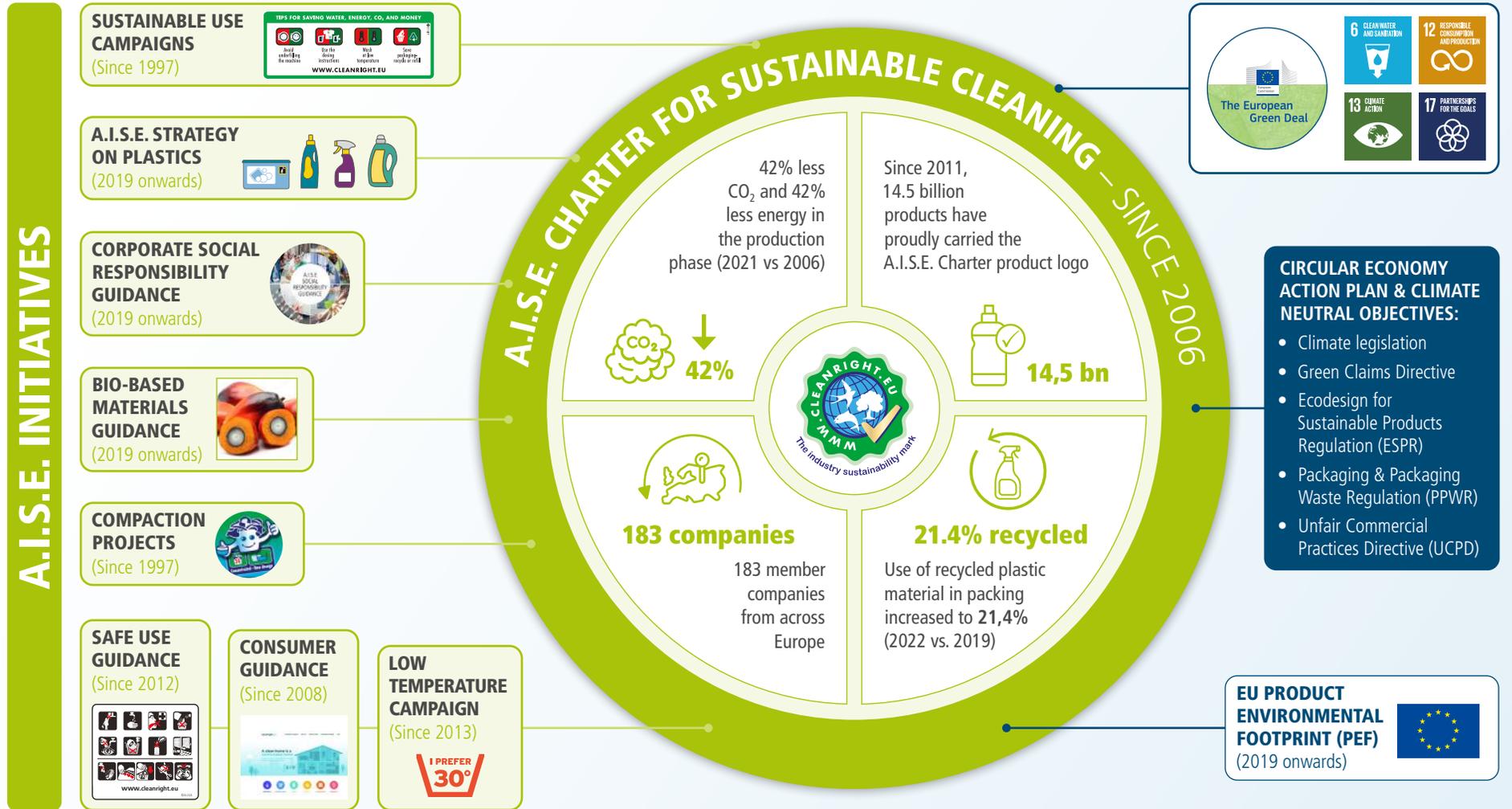
## The importance of the professional cleaning, hygiene and maintenance products & solutions market in 2023



Source: A.I.S.E. national associations' data ( EU+UK+CH+NO).

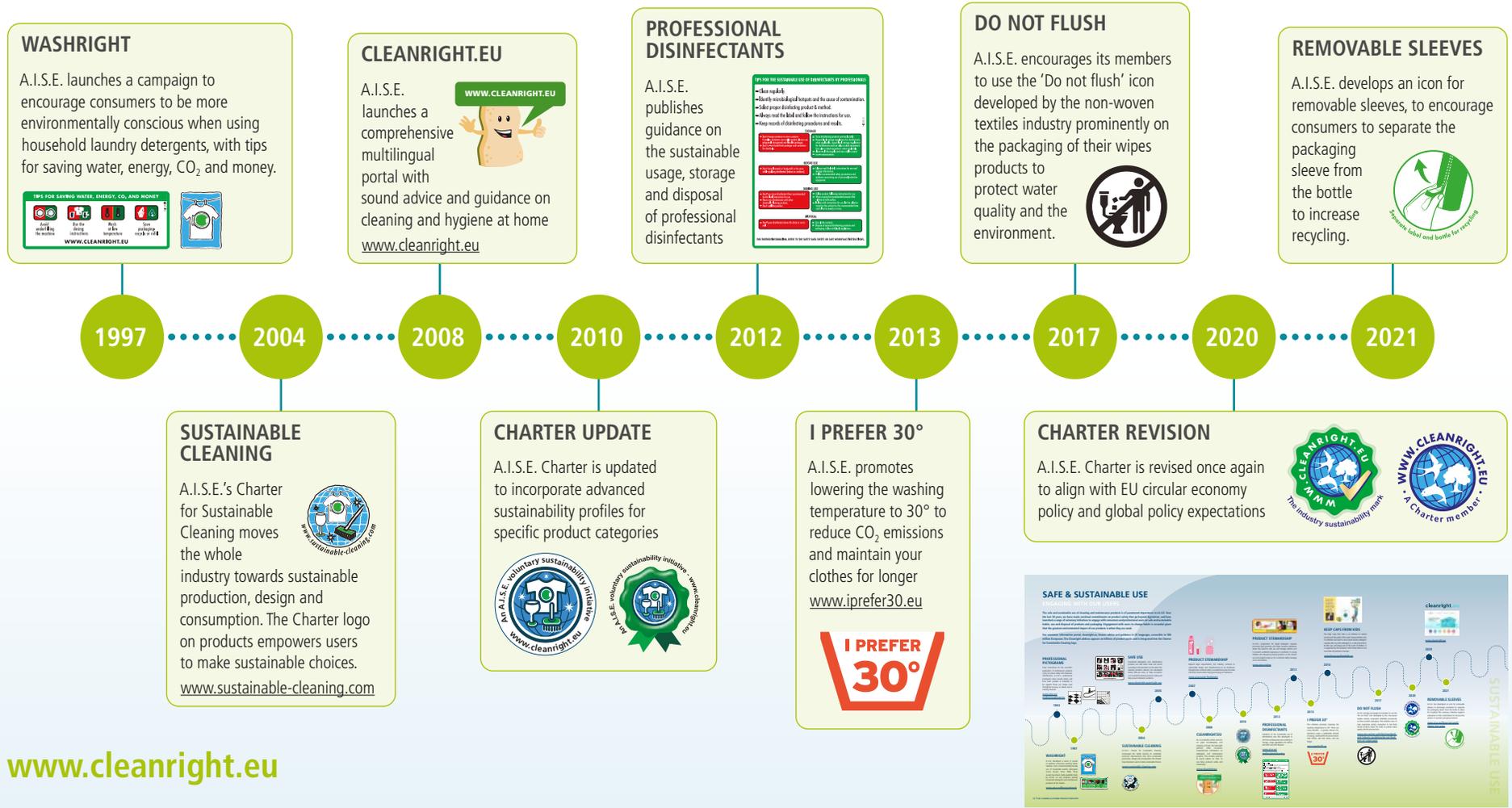
# Sustainability

Actively contributing to the EU Green Deal through voluntary actions with concrete results



# Sustainable use

## Engaging with users through voluntary initiatives to drive sustainable cleaning and washing habits



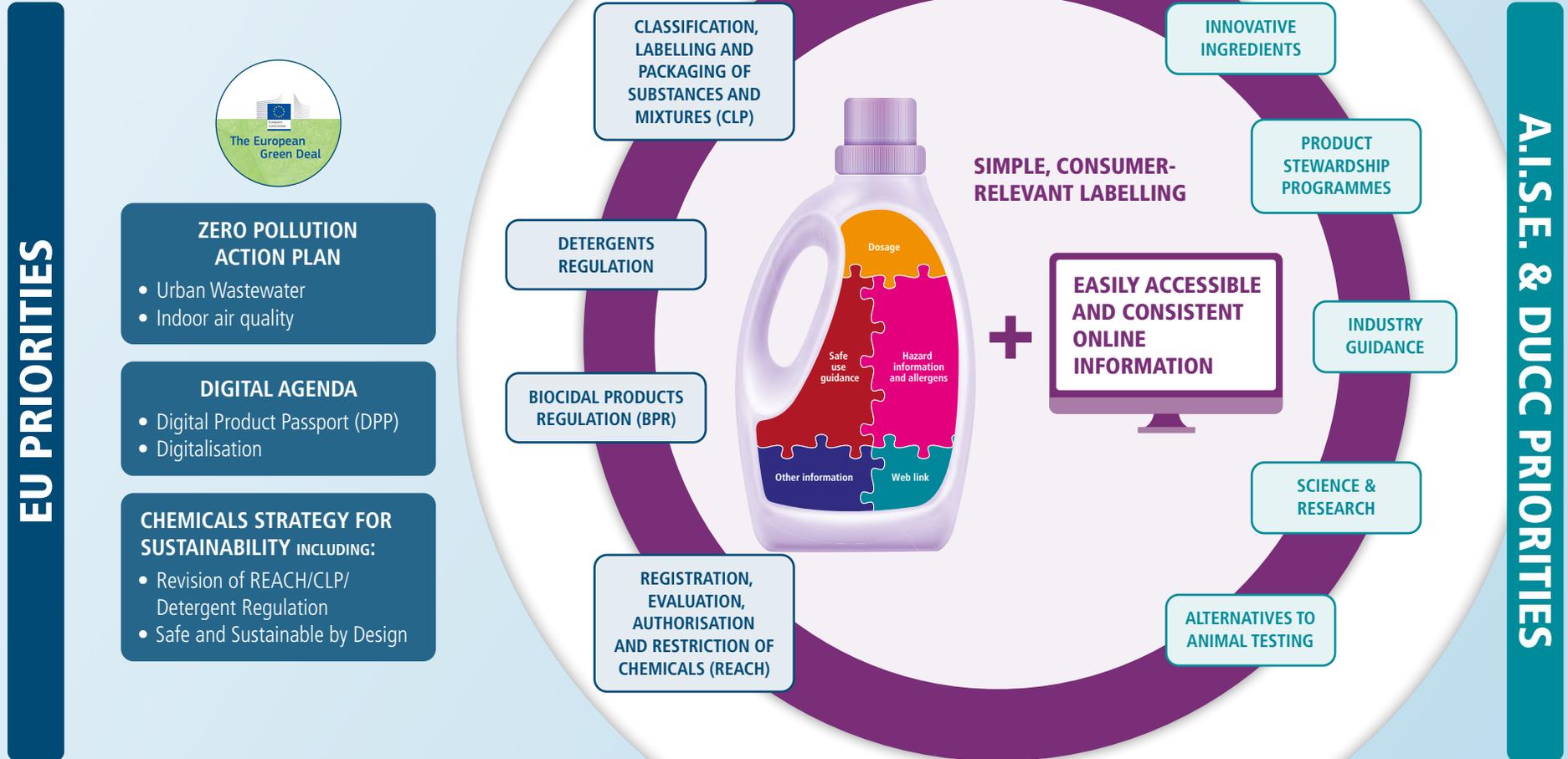
[www.cleanright.eu](http://www.cleanright.eu)

# Product stewardship

Working for a sustainable, more coherent and relevant framework for essential products and services

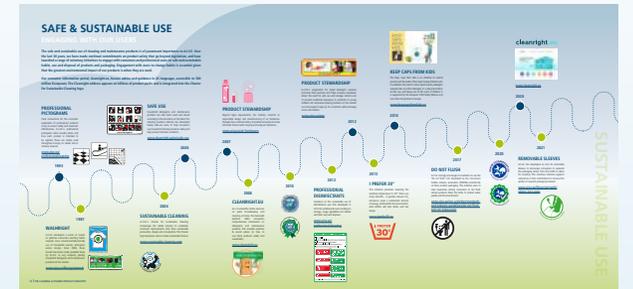
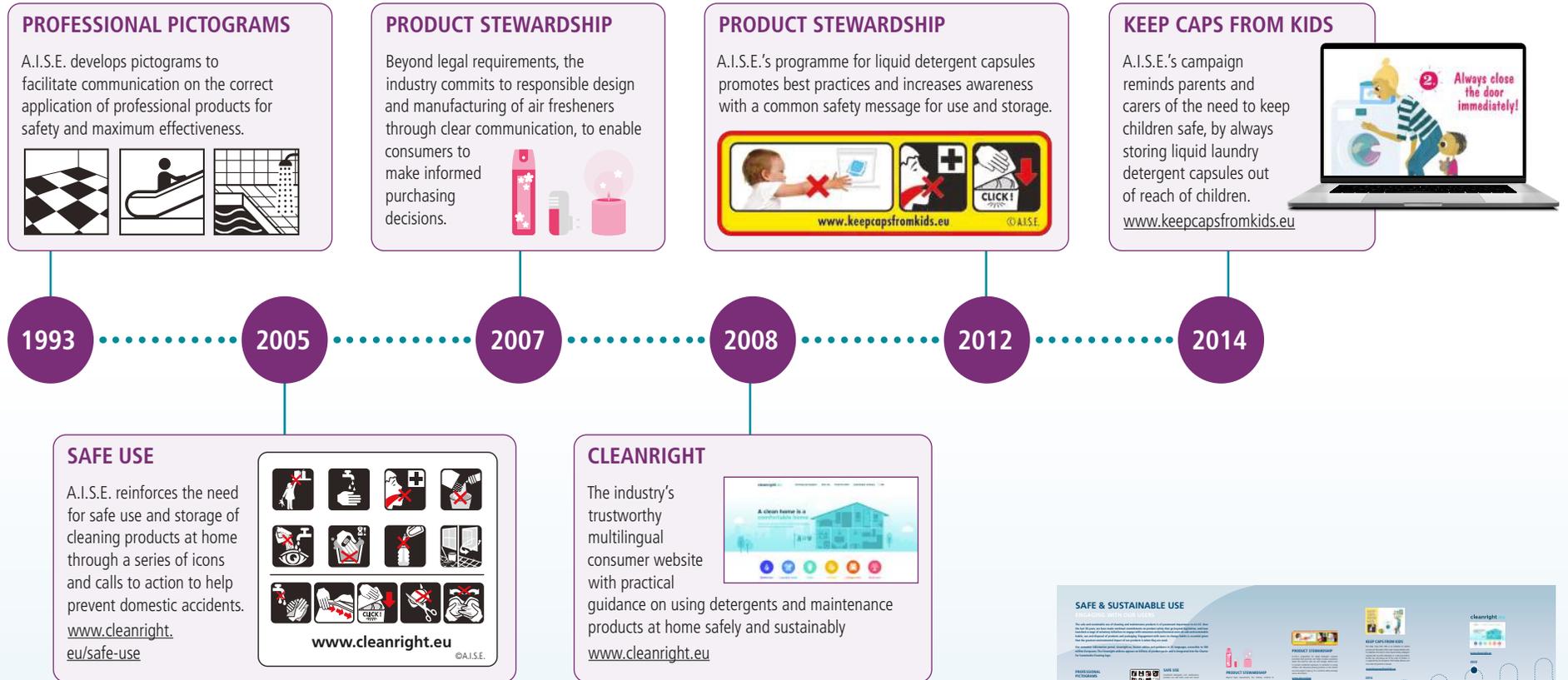


In collaboration with the downstream industries



# Safe use

## Engaging with users through voluntary initiatives to promote the safe use of products



# Science & research

Pursuing research on chemical ingredients to ensure safe and effective products based on scientific data



**DETNET**

A collective industry approach for classification and labelling of detergent and cleaning product mixtures under CLP  
**Since 2013**

**HERA: HUMAN & ENVIRONMENTAL RISK ASSESSMENT**

A groundbreaking project predating EU legislation on human and environmental risk assessment of household cleaning products  
**Since 1999**

**A.I.S.E. GUIDANCE FOR THE INDUSTRY**

A.I.S.E. develops guidance to support its members in the correct interpretation of and compliance with EU legislation all along the supply chain

**SCIENTIFIC & RESEARCH PARTNERSHIPS**

A joint A.I.S.E./CESIO scientific research platform on impact of surfactants and detergents on human health and the environment. **Since 1991**

**A.I.S.E. SCIENTIFIC RESEARCH**

Continuous research with academic and scientific institutes assessing safety of products for human health and the environment

**ALTERNATIVES TO ANIMAL TESTING**

A unique public/private collaboration striving to replace, reduce and refine animal use for regulatory requirements  
**Since 2005**

**SCIENCE & RESEARCH**

SCIENTIFIC RESEARCH ON CHEMICAL INGREDIENTS IS ESSENTIAL TO ENSURING SAFE AND EFFECTIVE PRODUCTS

DETNET - A COLLECTIVE INDUSTRY APPROACH FOR CLASSIFICATION AND LABELLING

SCIENTIFIC AND RESEARCH PARTNERSHIPS

ERASM

DUCC - HELPING TO MAKE THE CHEMICALS STRATEGY FOR SUSTAINABILITY SUCCESSFUL