

THE DETERGENTS & MAINTENANCE PRODUCTS INDUSTRY IN FACTS & FIGURES

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

A·I·S·E

since 1952



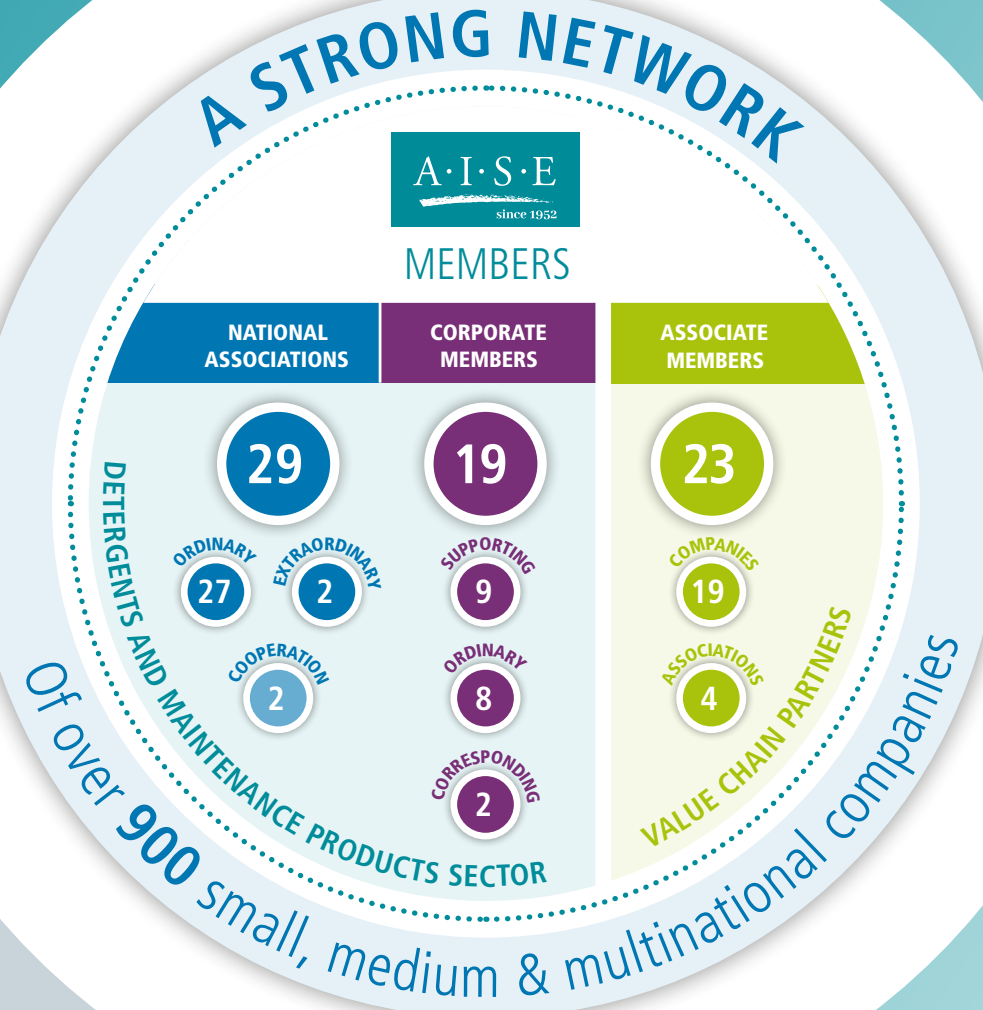
About the A.I.S.E. network

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.

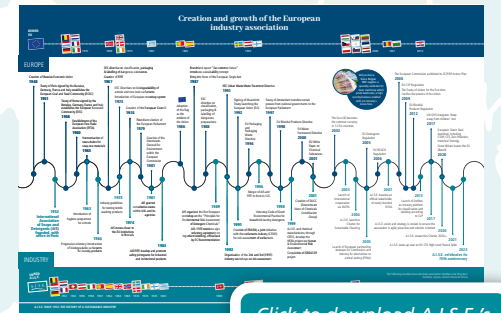
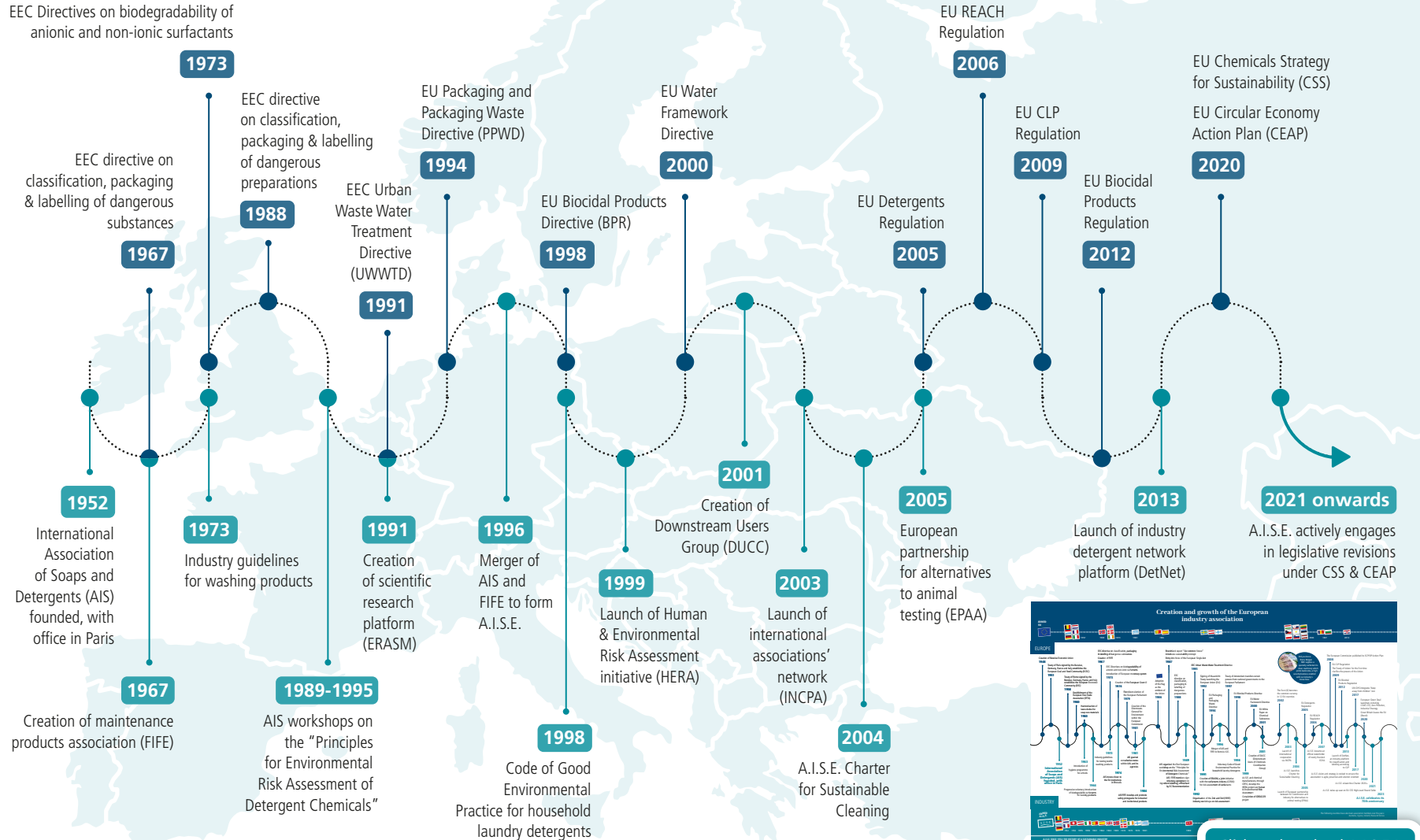
A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.



Creation & growth of the European industry association

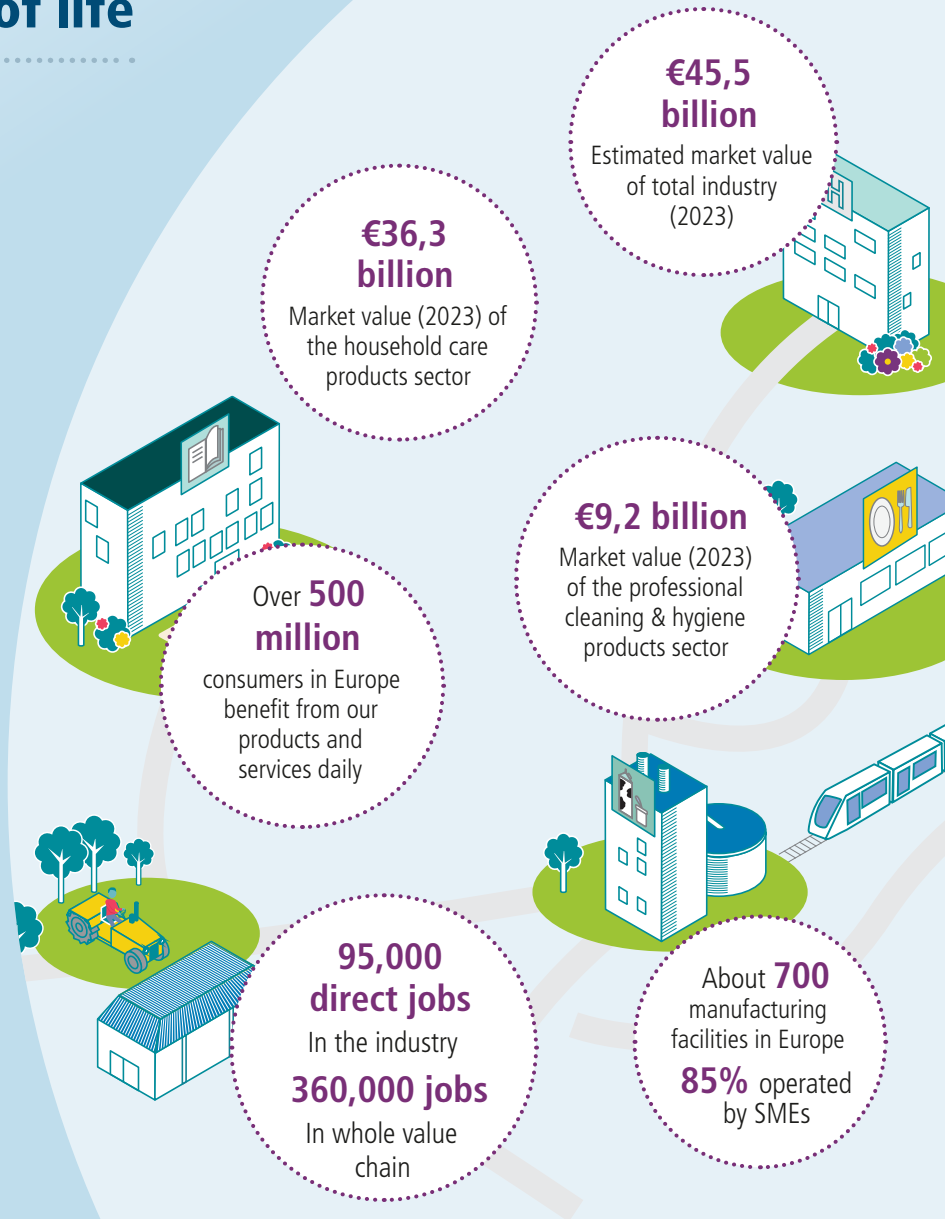
EUROPE

A.I.S.E.



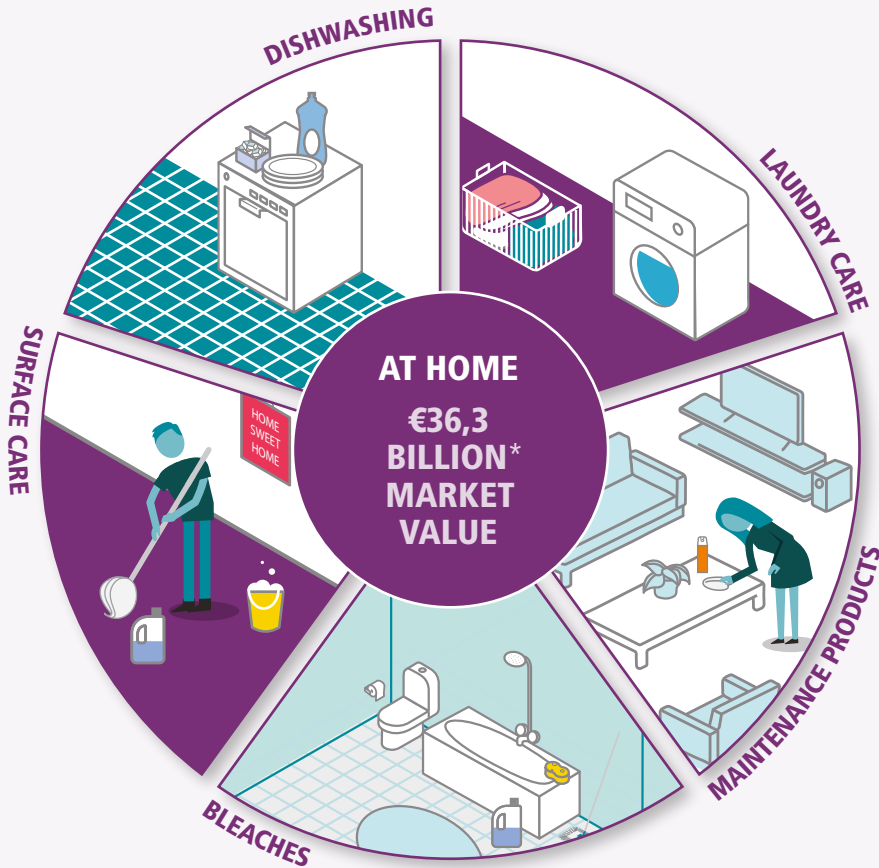
[Click to download A.I.S.E.'s full history since 1952](#)

Protecting our European economy & way of life



Cleanliness & hygiene at home

Keeping our homes clean and ensuring our wellbeing



*2023 market value

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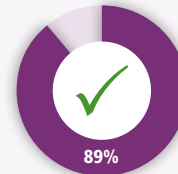
Source: Quantitative study by Insites Consulting for A.I.S.E., June 2020



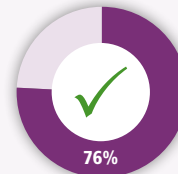
My own **cleanliness** and **hygiene** is not just important for myself; it is also **important for the health of people around me**



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**

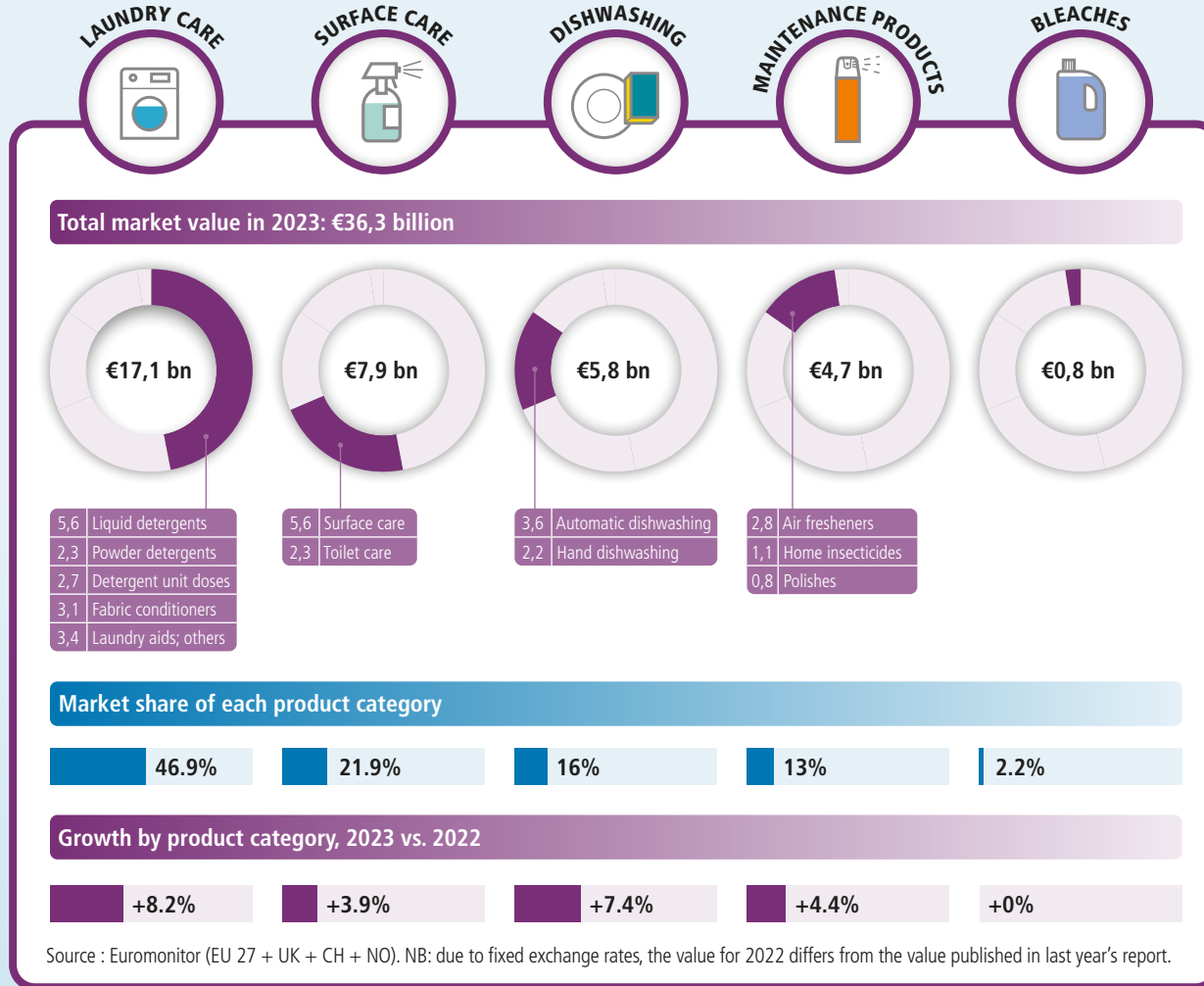


My belongings last **longer** if I clean them **regularly**



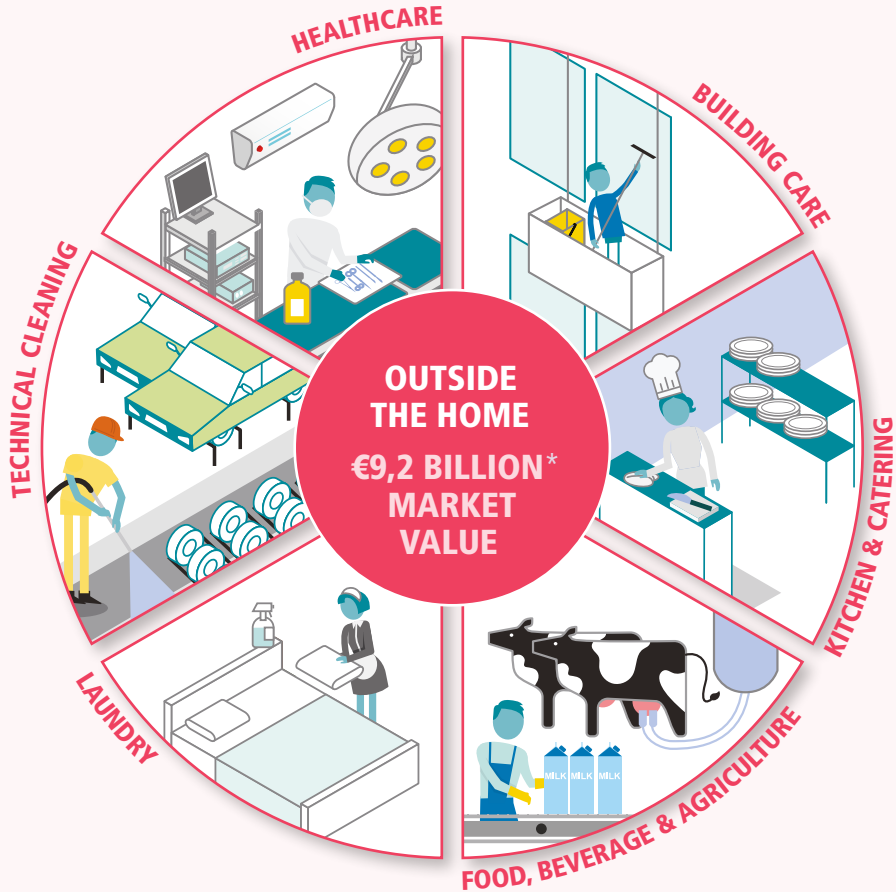
Consumer data

The strength of the consumer products market in Europe in 2023

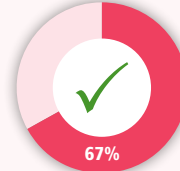


Cleanliness & hygiene outside the home

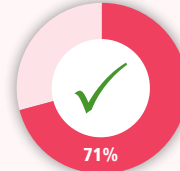
Fundamentally sustaining society with professional cleaning solutions



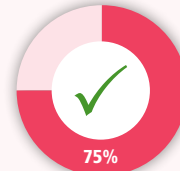
Source: Quantitative study by Insites Consulting for A.I.S.E., June 2020



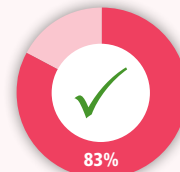
“ We should **talk more about** the importance of (and standards used for) cleanliness and hygiene **outside the home** ”



“ 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** ”



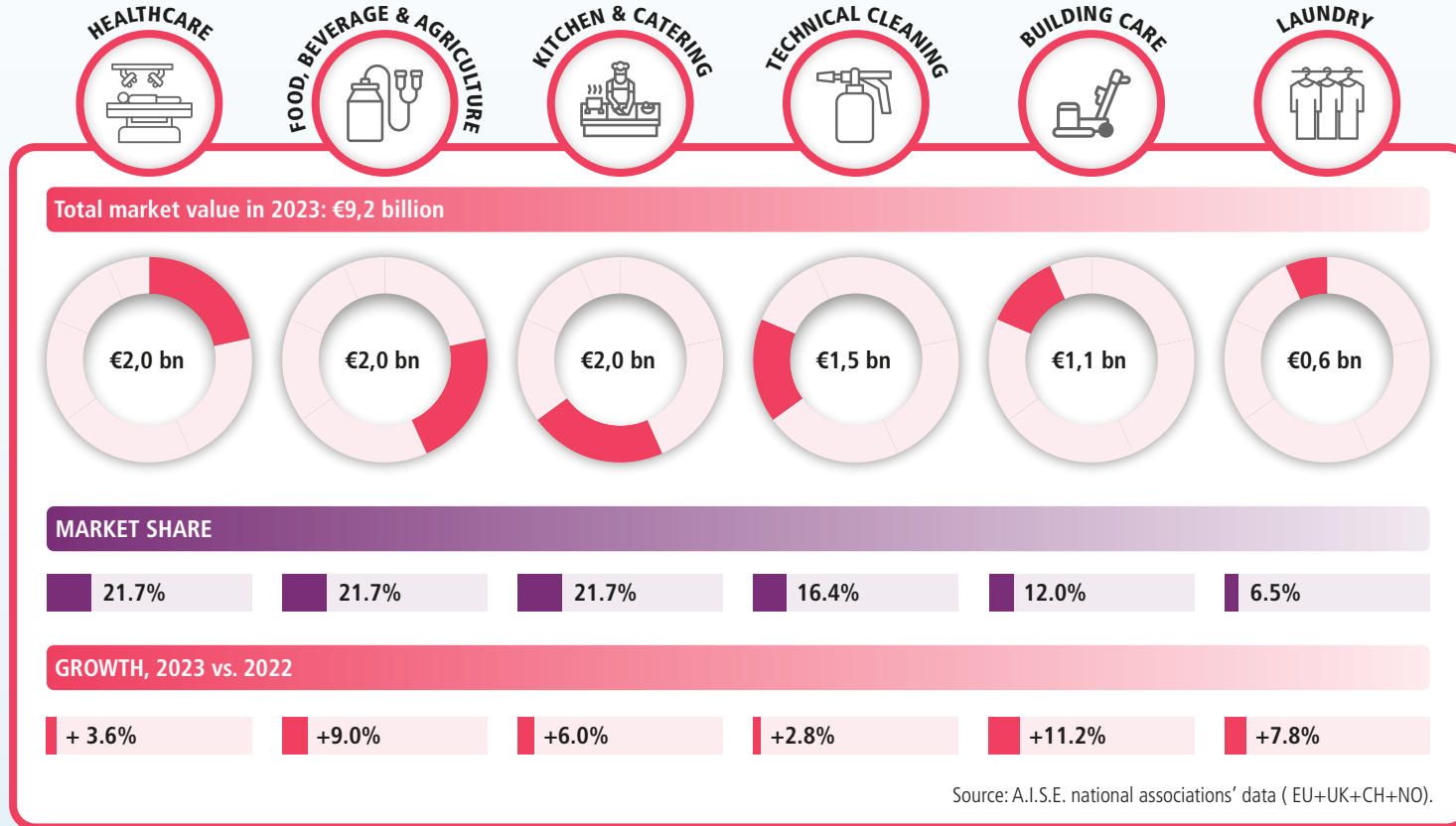
“ When I take **public transportation** (e.g. metro, airports), cleanliness and hygiene are **important** ”



*2023 market value

Professional data

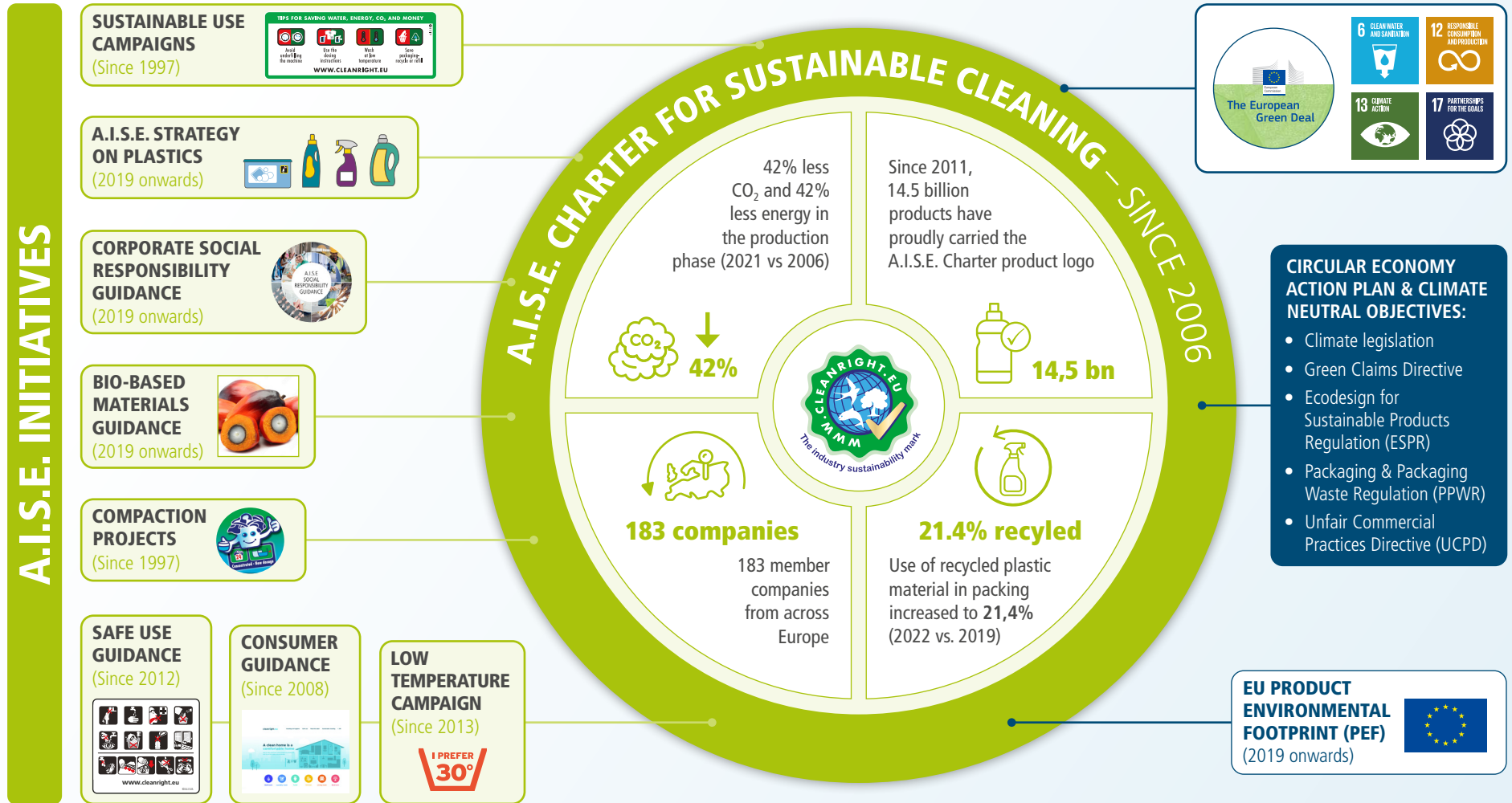
The importance of the professional cleaning, hygiene and maintenance products & solutions market in 2023



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

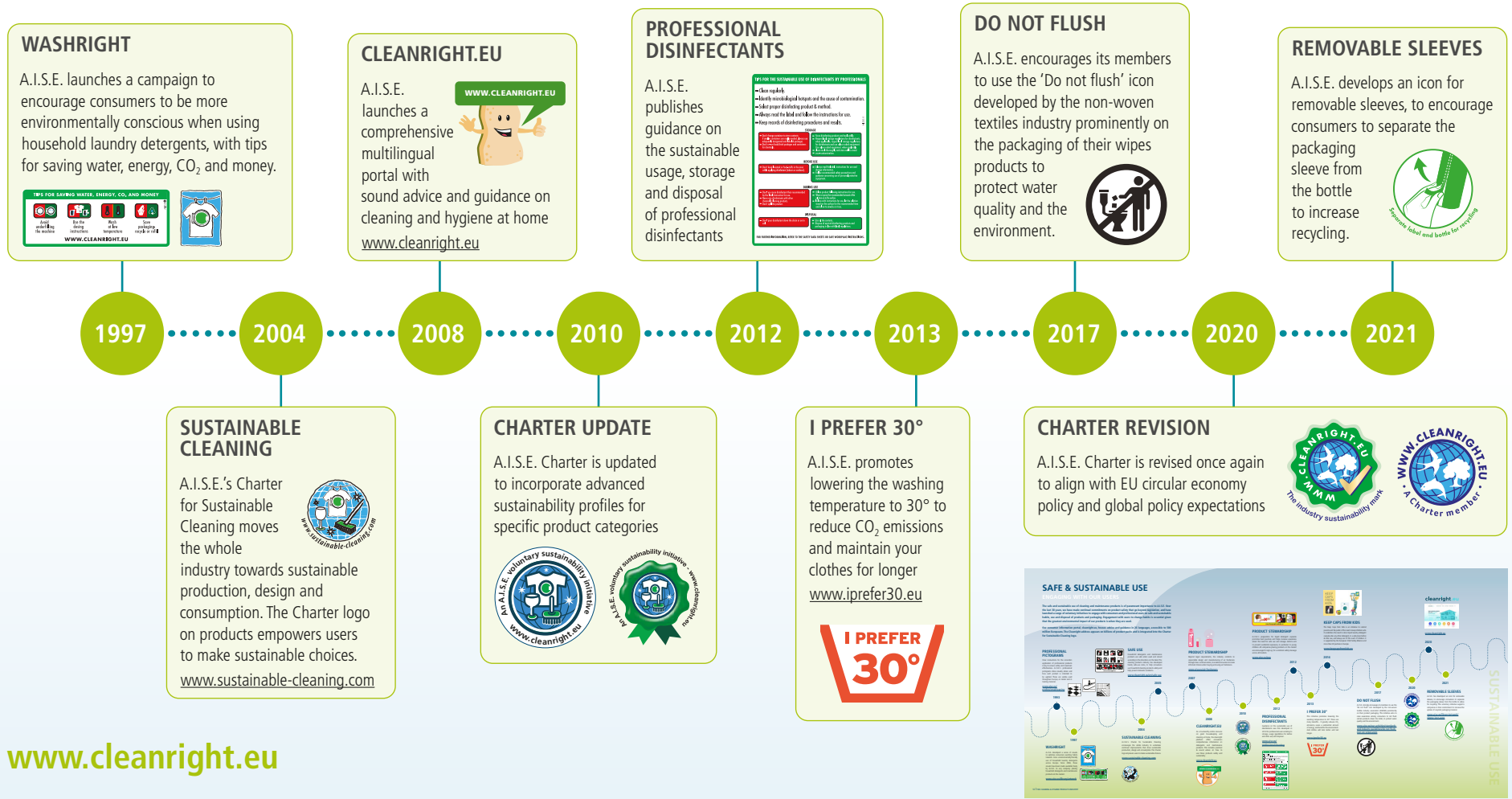
Sustainability

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



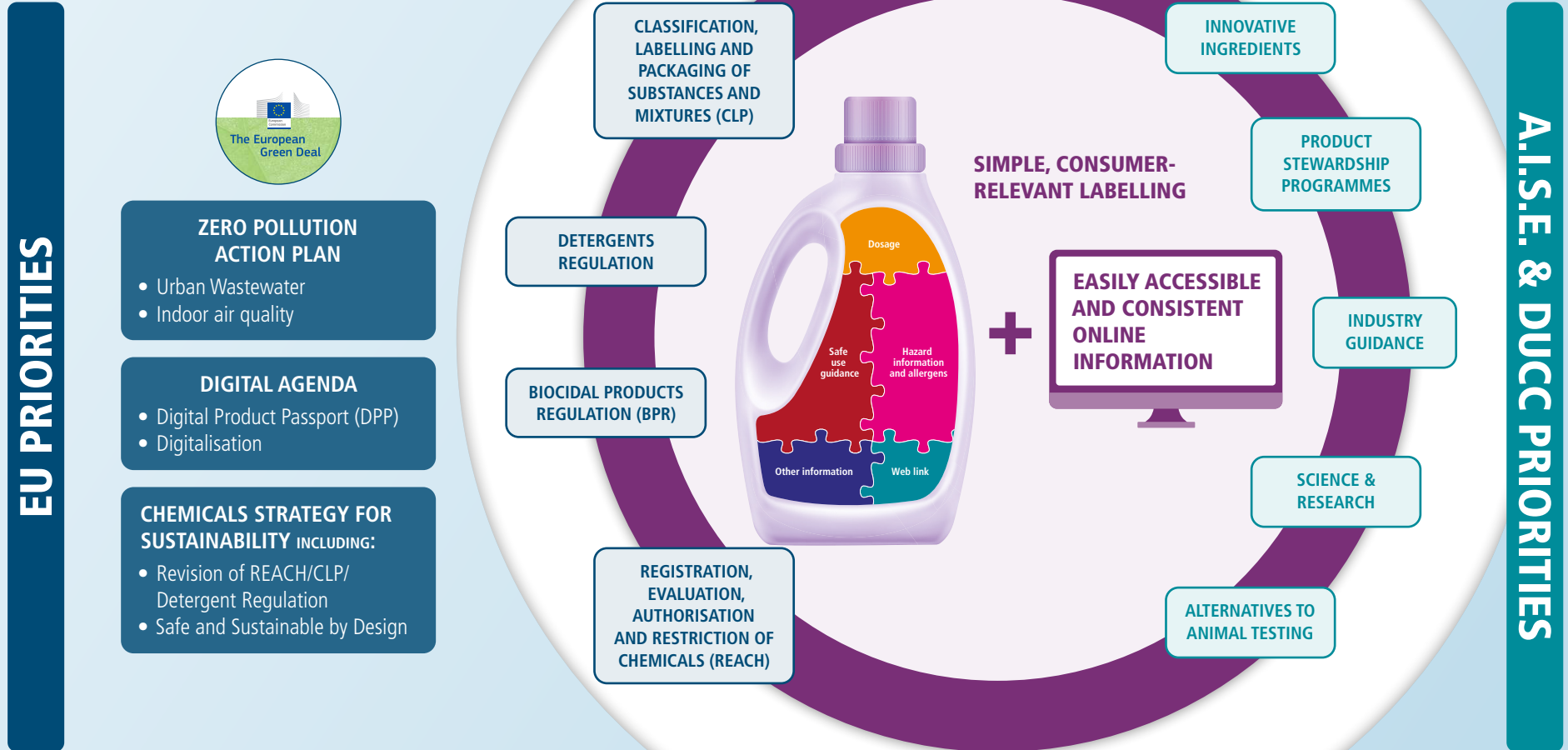
www.cleanright.eu

Product stewardship

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

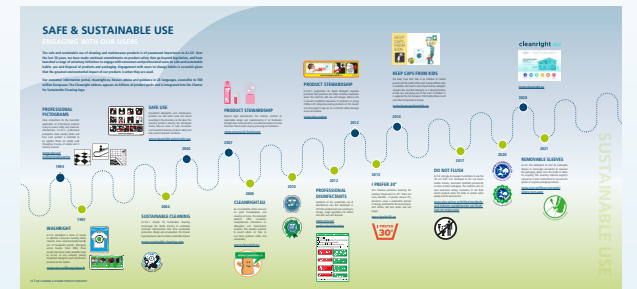
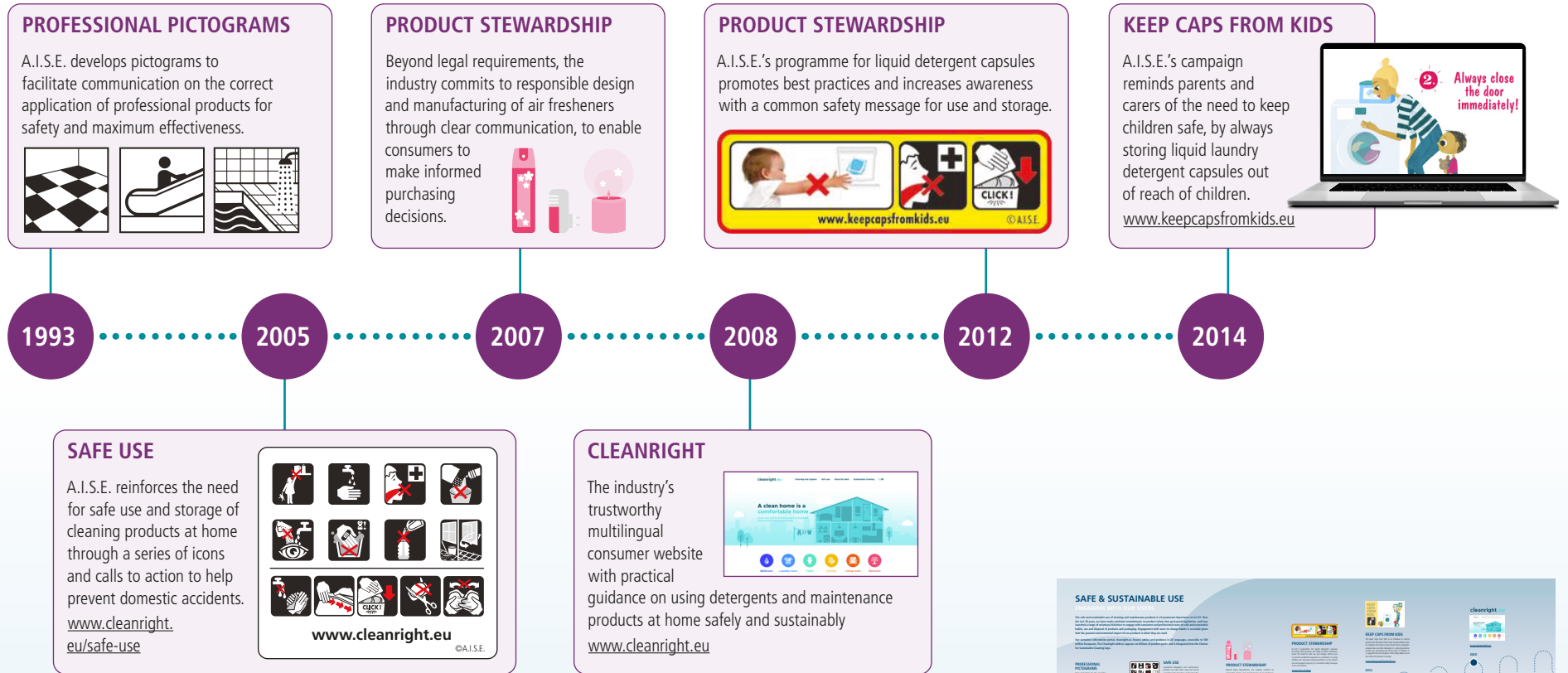


In collaboration with the downstream industries



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

www.det-net.eu An A.I.S.E. initiative

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

The European Partnership for Alternative Approaches to Animal Testing

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**

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

DUCS - HELPING TO MAKE THE CHEMICALS STRATEGY FOR SUSTAINABILITY SUCCESSFUL