

PRESS RELEASE

29 May 2018

Industry confirms Detergent Regulation review and digitalisation could lead to more effective consumer information

29 May 2018 – A.I.S.E. releases today the findings from European consumer research conducted at the end of 2017. With half of consumers never reading information on pack before buying the product, and 56% believing digital technologies will offer more opportunities to access information, the detergent industry sees real opportunities to work together with stakeholders to secure adequate information to consumers and ultimately, safe use of products.

Every 3 years since 2008, A.I.S.E. commissions a pan-European survey on consumers' habits and perceptions. The 2017 edition included more than 4,600 people in 23 countries and provides rich content. Of particular interest to the Detergent Regulation review initiated by the European Commission mid 2017, we see a declining trend in consumers reading information before using the product versus 2008 (from 75% down to 60%), in line with former EU Eurobarometer data¹. In parallel, when asked whether digital technologies will offer more opportunities to access information on detergents, 56% agree, with some (35%) even inclined that this could replace on-pack information. This data, as well as other research conducted by A.I.S.E.² on back labels show clear opportunities for potential improvements via the upcoming review.



“Although the implementation of the Detergent Regulation has been a success, new legislation adopted since then (CLP, Biocides) has led to many overlaps, resulting in crowded labels. Too much and redundant information is counterproductive to safe use. We see that behaviour is actually driven more by experience than by on pack information. We believe that simplification of labels to enable safe and correct use of products (e.g. via safe use icons), combined with the transparent provision of information via digital means should be key priority for this upcoming review” says Arndt Scheidgen A.I.S.E. President.

The data also provides interesting findings notably with regard to dosage, sustainable consumption and safe storage. While 74% of consumers mention that they find it easy to dose detergents, 57% claim they dose according to manufacturers' instructions. Low temperature washing is also a continuing challenge with 42.6°C remaining the average wash temperature in Europe despite the savings potential (notably related to energy consumption and climate change). Also, 36% of families with young children store their laundry detergent unsafely (e.g. on a low shelf or in an unlocked location). On other fronts, 48% of consumers say they always sort their detergent packaging, 89% are satisfied with the performance and quality of their products and 61% believe that innovation can make the industry more sustainable.

Susanne Zänker, A.I.S.E. Director General, concludes: *“The value of cleanliness and hygiene in and outside the home is also confirmed by this research. We are committed to continue delivering this key service to society in a responsible and sustainable way, and in close dialogue with all stakeholders”*.

¹ Eurobarometer 360, 2011- “Every day detergents’ safety instructions are read (most of the time or always) by 45% of the population”.

² A.I.S.E. BRES Better Regulation and Safe Use project and related research – see

<https://www.aise.eu/our-activities/regulatory-context/classification-labelling/better-regulation-safe-use.aspx>

To access the summary of the A.I.S.E. research, please visit

<https://www.aise.eu/our-activities/information-to-end-users/consumer-research.aspx>

A.I.S.E. is the official representative body of this industry across Europe. Its membership totals 29 national associations covering more than 900 companies, ranging from small and medium sized enterprises to large multinationals, active in the industrial and institutional and/or the consumer goods markets.

Contacts :

A.I.S.E.: Susanne Zänker, Director General

Valérie Séjourné, Director Communications & Stakeholder Outreach

Tel: 32 2 679 62 60 - Email: aise.main@aise.eu

www.aise.eu – www.cleanright.eu

