DuPont recently carried out extensive research into consumers' sensory needs in relation to laundry behavior. The study, which involved consumers in 14 countries across Europe, North America, South America and Asia, revealed a number of key insights into consumers' sensory needs and behaviors in relation to laundry. The research found:

- **Fascinating insight into consumer laundry habits and attitudes from around the globe.**
- ** Better understand the key issues within the different sensory benefit groupings, and the results provide a fascinating insight into consumer laundry habits and attitudes from around the globe.**
- **We also looked at the importance of and satisfaction with different fabric care attributes. The aim was to deliver benefits relevant to them.**
- **This study shows that consumers still have many unmet needs and are prepared to pay more for laundry products that deliver benefits relevant to them.**
- **We have since addressed one such need, the desire for a product that helps prevent the yellowing of whites.**
- **Together, we can inspire cleaner ideas.**

### Sensory Benefit Groupings

1. **Brighten & Whiten**
   - **I wish my laundry took less of my time to complete**
   - **Too many different steps in laundry process and wish it was more streamlined**
   - **In which circumstances do you find it difficult to get your laundry to be white/bright enough?**

2. **Freshness & Feel**
   - **I like to find a way to make my clothes feel softer**
   - **Regular washing at lower temperatures make it difficult to achieve the right softness and feel.**
   - **Damage has been caused more than the British.**

3. **Softness & Feel Maintenance**
   - **Wearing clothes that aren’t nearly as common in the rest of the world.**
   - **Methods to improve static control, compared to only 28% of Russia would be willing to pay more for products that deliver a better result.**

4. **Pre-treatment of laundry**
   - **Pre-washing by hand**
   - **Pre-rinsing in water only**
   - **Pre-treating e.g. to remove stains**

### Separating Behaviors

1. **Separate by color**
   - **Separate by color**
   - **Separating by type of garment**

### Top 5 ways people assess cleanliness

1. **No visible stains or marks**
2. **Clean water in final rinse**
3. **Bolder/whiter whites**
4. **Brightening**
5. **Whiteness & brightness**

### Top 5 sensory benefits that people would consider paying more for:

1. **Anti-wrinkle benefits**
2. **Long lasting fresh smell (weeks to months)**
3. **Brightening**
4. **Whiteness & brightness**
5. **Softness of fabrics**

### Conclusion

- **Innovative solutions that meet real world needs.**
- **Developing market-driven products that meet real world needs.**
- **Biosciences is committed to developing market-driven products that meet real world needs.**
- **Together, we can inspire cleaner ideas.**