



SCENTS OF HYGIENE

Fragrance proposals for hand and surface disinfectants

Hygiene as a Priority – The New Normal

Since March 2020, the **COVID-19 pandemic** has been affecting our lives and actions. Hygiene is high on the consumer's agenda to prevent infection with the virus.

In addition to wearing a cloth face mask, health authorities recommend **cleaning the hands regularly and thoroughly** – either with soap and water or with hand sanitiser. **Surfaces** and objects should also be disinfected when they have come into contact with people.

As a consequence, the **demand for disinfectants** for hands and surfaces has **increased strongly** in many countries.

Forecasts predict that people's **increased hygiene awareness** will continue in the coming years. **Protecting health** is and will remain a top priority, as the virus continues to exist in our society. Therefore, the **increased demand for disinfectants** is expected to **remain on a high level** in the coming years.

Hand Disinfectant/Sanitiser: Global Market Development incl. Forecast

In the context of the COVID-19 pandemic, the global market for hand disinfectant/sanitiser **grew by 67.6%** in 2020.

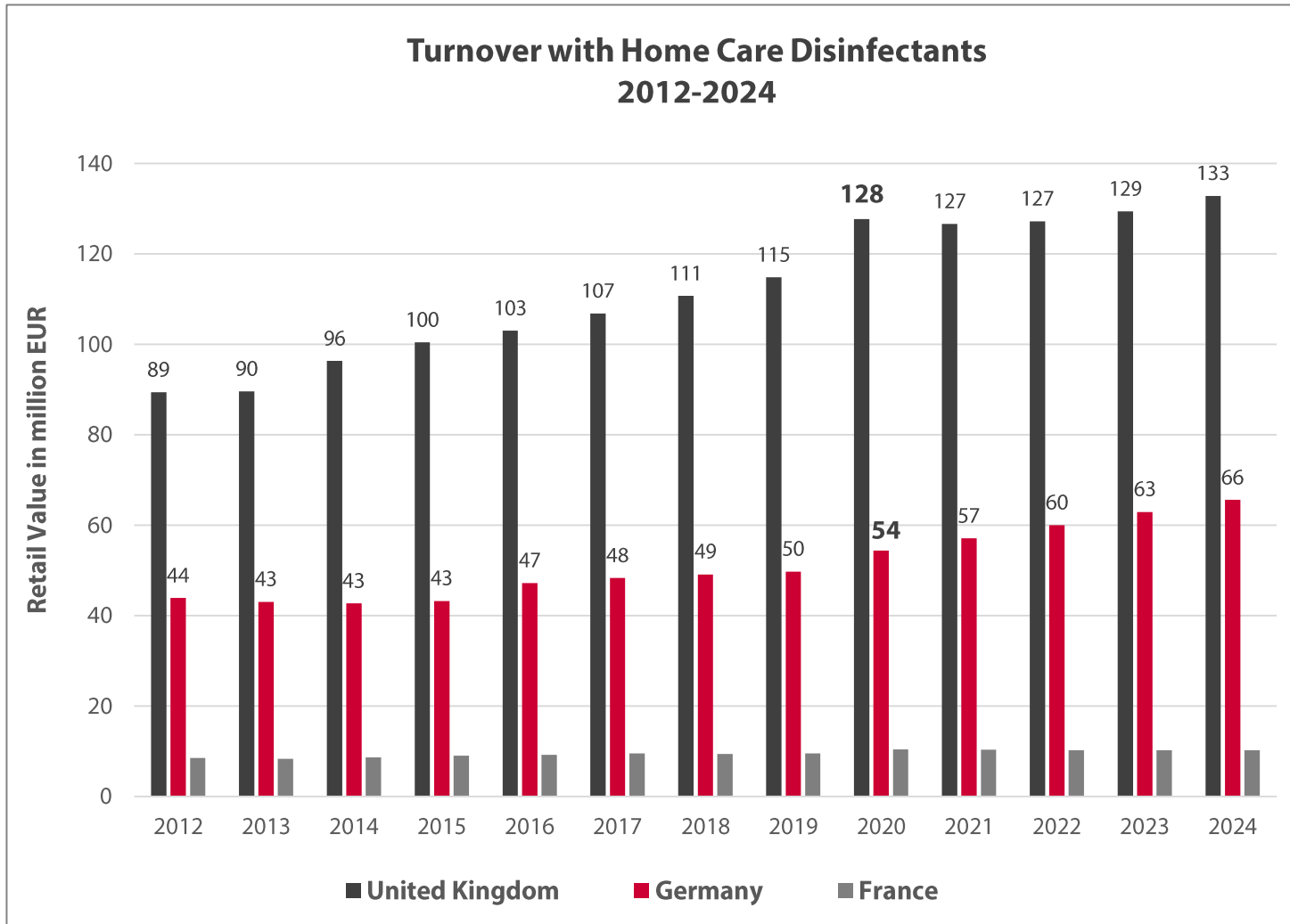
Global turnover in this segment will be around **EUR 4.732 million** in 2020.

Included are disinfecting liquids, gels, sprays and wipes just for the hands.

Top 5 Countries	
1. 🇨🇳 China	1.171 Mio. €
2. 🇮🇳 India	542 Mio. €
3. 🇺🇸 USA	353 Mio. €
4. 🇧🇷 Brazil	238 Mio. €
5. 🇷🇺 Russia	155 Mio. €



Surface Disinfectants: Market Development in the UK, Germany and France incl. Forecast



The market for **surface or home care disinfectants** has **grown** in most countries in 2020 due to the COVID-19 pandemic.

The **UK** leads the international field by far, with projected sales in 2020 of **EUR 128 million**.

Germany will generate sales of around **EUR 54 million** in 2020.

In comparison, the **French** market is rather small, but also slightly growing.

Natural Ingredients Associated with Hygiene

Antibacterial and/or **antiseptic properties** are attributed to these natural ingredients or plants (especially their essential oils):

LAVENDER



ROSEMARY



CEDARWOOD



HONEY



CITRUS FRUITS



ROSE





BELL'S FRAGRANCE PROPOSALS*

for hand and surface disinfectants

*The perfume oils presented in the following do not have a disinfecting effect.



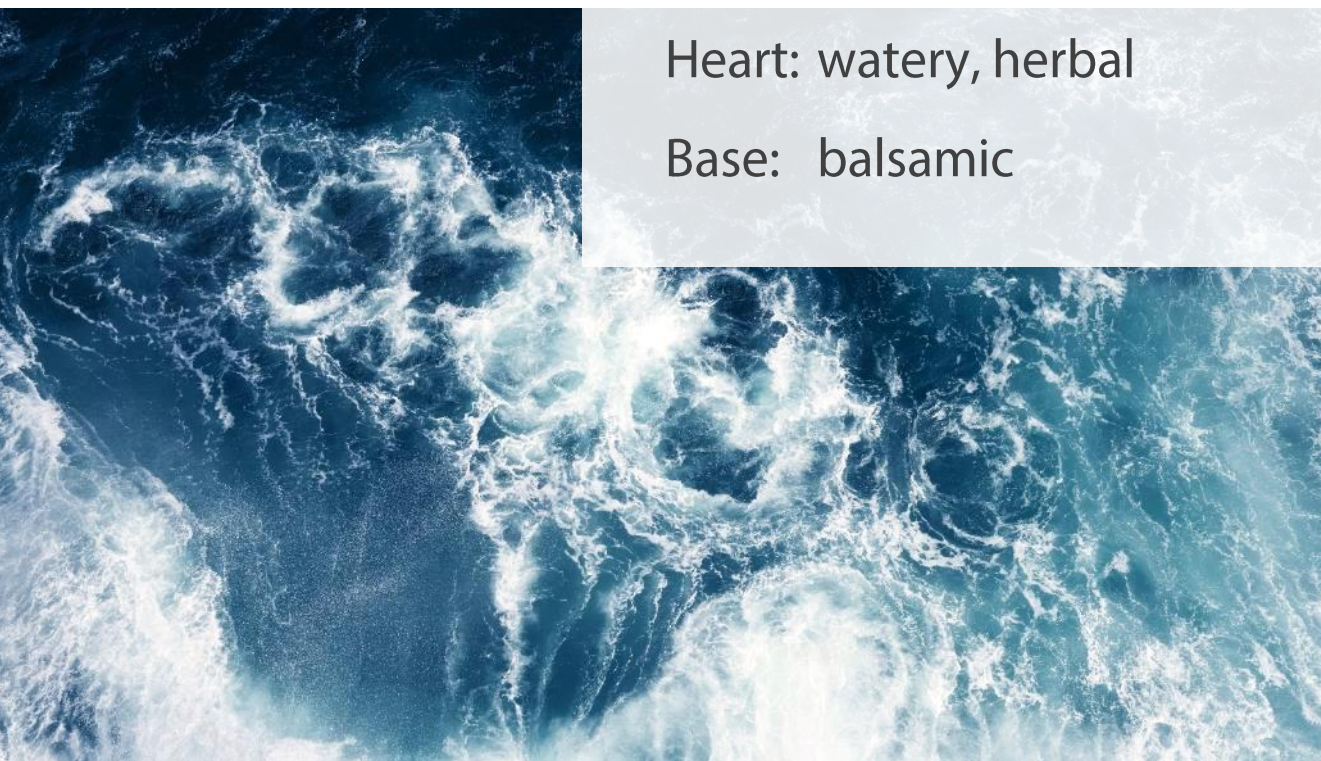
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COOL NAUTILUS DF

Top: fresh, minty, green

Heart: watery, herbal

Base: balsamic





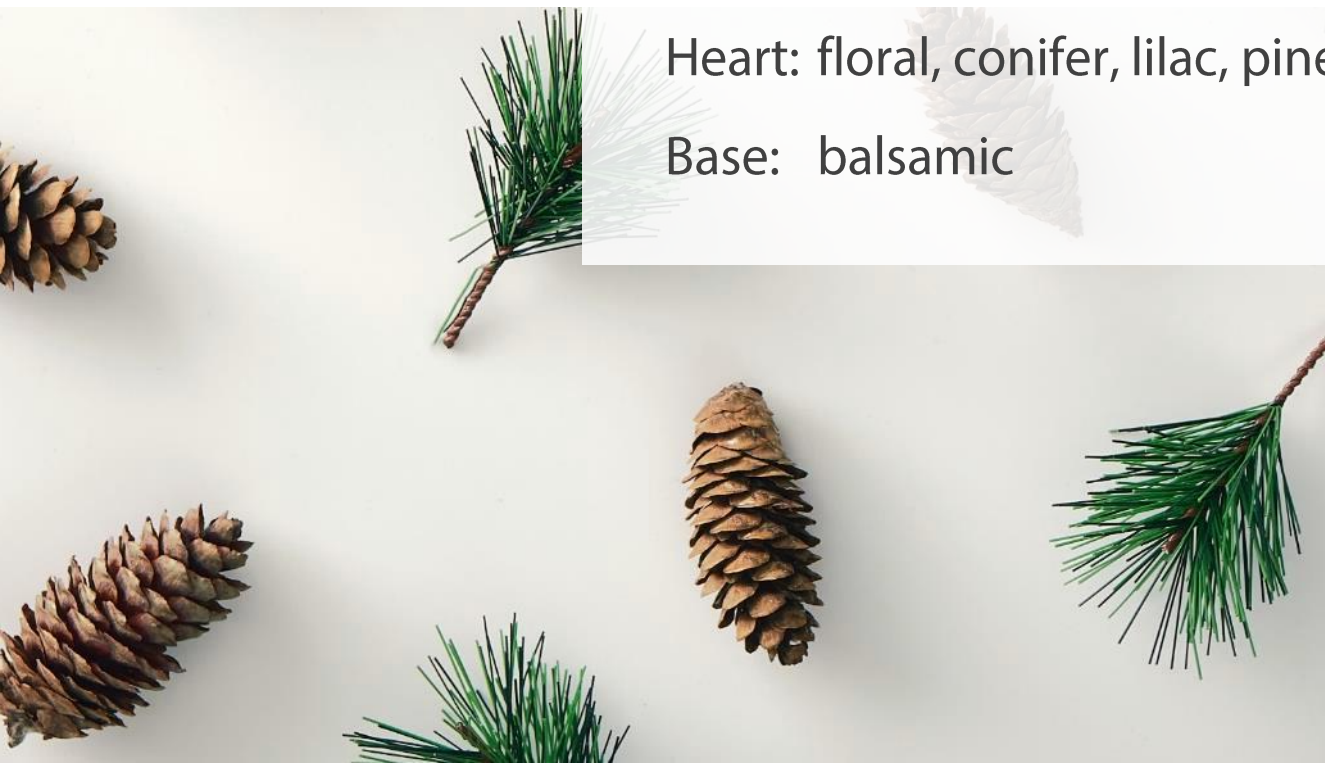
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PINE KW EXTRA

Top: lively, lime, orange

Heart: floral, conifer, lilac, pine

Base: balsamic





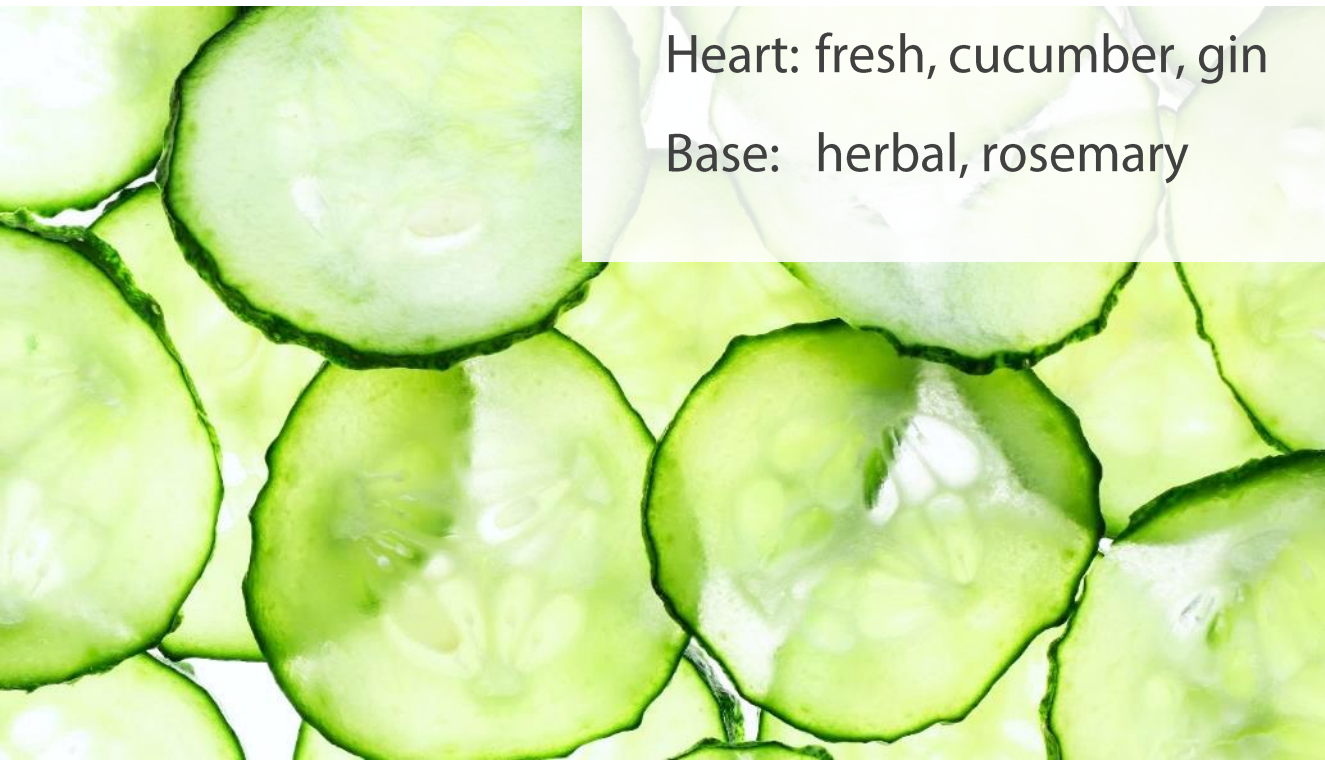
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ROSEMARY & CUCUMBER

Top: watery, water

Heart: fresh, cucumber, gin

Base: herbal, rosemary





8001038

LEMON & NOBLE CEDAR

Top: fresh, sparkling, lemon

Heart: herbal-woody, leaf green, mandarin

Base: ambery, cedarwood, musk





8300992

PSCHIT NOVA INTENSE

Top: galbanum, rosemary, orange

Heart: lilac, pine, jasmine

Base: orange wood



8600419

LAVANDA EXTRA 2

Top: fresh, herbal, citrus fruits

Heart: conifer, lavender, slightly floral

Base: balsamic





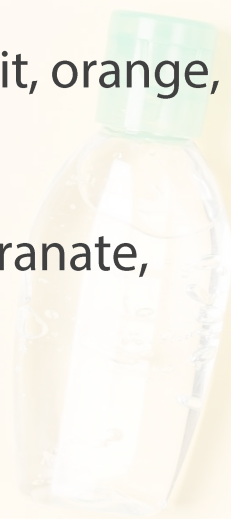
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SMILING CITRUS

Top: sparkling, lime, grapefruit, orange,
leaf green

Heart: fruity, red apple, pomegranate,
pineapple, rhubarb

Base: dried fruit, ambergris





0796164
ROSE DF

Top: green, leaf green

Heart: floral, elegant, rose, violet

Base: soft, warm, musk



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