



International Association for Soaps,  
Detergents and Maintenance Products



# Developing household hygiene to meet 21st century needs

**A collaborative industry/academia report  
on cleaning and disinfection in homes  
& Analysis of European consumers' hygiene  
beliefs and behaviour in 2020**

By A.I.S.E. (International Association for soaps, detergents and maintenance products)  
& IFH (International Scientific Forum on Home Hygiene)

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