

Product categories from the A.I.S.E. portfolio

Household products (Euromonitor International)

Laundry Care	Laundry detergents, fabric softeners, carpet cleaners and laundry aids.
Surface Care (incl. toilet care)	Multi-purpose, bathroom, oven, kitchen, window/glass, and floor cleaners, descalers, drain openers, scouring agents, household antiseptics and wipes, in-cistern devices, ITBs and liquids/powders, mousses, tablets and toilet cleaning systems.
Dishwashing	Hand and automatic dishwashing products and dishwashing additives.
Maintenance Products (incl. air care, polishes, home insecticides)	Spray/aerosol air fresheners, electric air fresheners, gel air fresheners, liquid air fresheners, candles, car air fresheners and other air care, shoe, floor, furniture and metal polish, spray/aerosol insecticides, electric insecticides, coils, baits and other insecticides.
Bleaches	Chlorine based products that are designed for general domestic cleaning purposes. Only products that are clearly labelled as bleach are included, while bleach-based cleaners, which are primarily marketed as any of the other surface or toilet cleaning products (as included within the surface care and toilet care sectors) are excluded. This sector should also include chlorine based laundry bleach, although not colour safe laundry bleach (which is included in the laundry aids subsector).

Industrial & Institutional Sector (A.I.S.E.)

Technical Cleaning	Products for transportation/car/aircraft/railroad care, workshop cleaning, industrial plant, storage, equipment cleaning, metal products cleaning, degreasing, chemical treatment (phosphatising, chromatising etc), delaquering, metal surface conversion, metal working aids, etc.
Kitchen & Catering	Dish cleaning (hand/machine, liquid/powder), additives, e.g. water hardness regulators for dishwash, glassware cleaners, rinse aids, hard surface cleaners for equipment, hard surface disinfectants, combined products, hand hygiene, hand care, etc.
Food & Beverage	CIP (Cleaning In Place) chemicals, bottle cleaning, chain lubricants, disinfectants for food industry, personal hygiene (body, skin, toilet), combined cleaning and disinfection, caustic/acid/neutral surface cleaners, transportation and storage hygiene, foodstuff surface disinfection; also including products for agriculture: teat dips, sheep dips, milking equipment hygiene, stable hygiene, etc.
Building Care	Cleaning and maintenance products: general purpose cleaners, facade cleaning (stone/wood/metal/glass/ graffiti removers), floor care (general, hard surface, tapestry, sealants, strippers, polishes, crystallizers), sanitary cleaners, abrasive cleaners, sanitizing cleaners, air conditioners hygiene, surface disinfectants (hospital, sanitary, general, wipes), etc.
Laundry	On-premise laundry detergents, fully formulated detergents, powder/liquid detergents, pre-wash additives, boosters, pH-adjustment, water hardness regulators, bleach additives, disinfectant detergents/additives for hygienic laundry (hospital, food industry), fabric softeners, starch finishing, ironing aid, fragrance rinse, etc.
Others	Water conditioning/cooling treatment, swimming pool hygiene, medical hygiene (surgical instruments and surfaces), "exotics" like gravestone cleaning, etc.

