

Expertise Plus Information

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Liquid Detergents move toward Concentrates

Consumer shopping behavior continues to change, especially as the younger generation loves the convenience of shopping online. E-Commerce benefits from lighter and smaller packaging, driving demand for concentrated detergents. Overall, there is less raw materials and less packaging needed, which leads to less waste. This is in line with sustainability initiatives, e.g. A.I.S.E. PREP-L2.



- Product format perfectly fits for e-Commerce
- Less weight enables less packaging, less transportation costs, less carbon dioxide emission
- Comparable performance as regular liquid detergents
- Sustainable solutions

To support this trend, we have developed clear and stable concentrated formulations combining a high-performance surfactant system with efficient specialties from our broad product portfolio.



You can find additional information about concentrates and contact your local BTC partner directly using the [Solution Finder](#).