

Anti-odour Clothing

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Abstracts

Consumers are increasingly seeking active, healthy and hygienic lifestyles, and are willing to pay a premium for products which help them to participate in active pursuits. However, such pursuits tend to be characterised by the generation of sweat and this can lead to the formation of unpleasant odours as a result of the build-up of bacteria. Consequently, demand for anti-odour clothing has increased and this has presented huge opportunities for providers of anti-odour technologies. In response, developers of odour management technologies have made major advances in recent years, and apparel brands and manufacturers are now able to choose from a variety of anti-odour fibres, yarns and fabric finishes which best meet their needs and add value to their products. Furthermore, several major providers of odour management technologies are keen to work closely with apparel brands in the development of anti-odour products. For the apparel brands, such development provides opportunities for marketing and branding, and for the formation of strategic partnerships with odour management technology suppliers. This report provides a wealth of information on the agents, materials and techniques used in the elimination of bacteria and odour from fabrics, as well as key providers of anti-odour technologies and their products. Also, the report provides insight into the markets for anti-odour fabrics, discusses opportunities for branding and collaboration, and provides an outlook for the future.

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