

Opportunity Assessment - Dihydroxyacetone-based Sunless Tanning Agent

Overview

A global cosmetic firm was interested in understanding the opportunities for dihydroxyacetone as a component of sunless tanning product.

Approach

Ingenious conducted an in-depth assessment of patents and research articles for sunless tanning product bearing dihydroxyacetone

Outcome

Our analysis helped the client to assess the opportunity in the market and helped client to launch product in efficacious manner

Methodology

Key Technology Search

General internet search for novel technology trend followed by patent landscape

Product Mix Identification

Checking product mix of identified technologies

Result Analysis

Results scrutinized to find out novel technology (patent with highest citation), opportunity assessment by analysing white space in the domain and key players in the market

Geographical Distribution of Patents



White Space

- Patent analysis revealed the range of concentration of dihydroxyacetone varies from 0.025% to 40 % by weight
- Moisturizers based formulations will be beneficial for the user with dry skin
- Formulation based on alcohol will be more suitable for oily-skinned users
- Anti UV chemicals in addition to Dihydroxyacetone in the sunscreen will increase protection against UV rays (UVA).

Top Key Assignee

