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The outbreak of COVID-19 unlocks demand for antimicrobial technologies

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Innovations triggered by the pandemic are pushing industries to adopt long-lasting antimicrobial technology, says Frost & Sullivan



The outbreak of COVID-19 unlocked the demand for antimicrobial technologies across sectors, finds Frost & Sullivan's recent analysis, Growth Opportunities for Global Antimicrobial Technologies Enabled by COVID-19.

The pandemic triggered innovations in antimicrobial technologies and encouraged healthcare, automotive, building and construction sectors to adopt long-lasting antimicrobial technology. Further, the need for antimicrobial technology as a macro form of COVID-19 prevention and to reduce the risk of rapid spreading will raise the global government interest in antimicrobial surface, biofilm, and coating adoption in building, construction, and food packaging by 2025.

Market participants can reap the benefits of expanding the antimicrobial technologies market by:

- Collaborating with industrial stakeholders in technology development to understand the risk of toxicity of graphene oxide (GO) composites, as this will enhance the technology's commercialization potential.
- Pivoting the adoption of nanomaterials for imparting multi-functional benefits in packaging and FMCG industries.
- Focusing on the solvent-free extrusion process through industrial partnerships to drive the adoption of metal and metal-oxide ions as antimicrobial agents, providing a sustainable alternative for antimicrobial technology.
- Leveraging digital technologies, such as digital twins and electronic health and medical records, to improve antimicrobial features.