

Market Insights: Household Products in Brazil

<https://marketpublishers.com/r/M8A6C7548CBEN.html>

Date: February 2011

Pages: 58

Price: US\$ 1,500.00 (Single User License)

ID: M8A6C7548CBEN

Abstracts

Introduction

This report forms a part of the Datamonitor's newly introduced product series titled "Market Insights". It aims to provide both quantitative and qualitative analysis to clients on the market data and trends across various industry sectors.

Scope

Examines developments in the Brazilian household products sector
Provides latest retail data at a sector level further segmented by markets along with 5 year forecasts, highlighting specific growth areas
Identifies the leading players in the market, providing details on brand portfolio and new product launches
Tracks the latest M&A deals that have taken place in the household products sector in Brazil

Highlights
The household products sector in Brazil was estimated to be worth \$7.9bn in 2009, with a compound annual growth rate (CAGR) of about 9.5% during 2004-09.

Textile washing products was the key category driving growth in 2008-09 within the household products sector.

Sectoral growth is fueled by factors such as increased disposable income, and growing concern over health and wellbeing in the country.

Reasons to Purchase

Sector understanding: develop a detailed understanding of the household products sector and identify the key growth markets within it
Consumer trends and behavior: find out the latest consumer trends driving the household products sector in Brazil alongside

consumption and usage data
Competitive landscape: obtain information on the key players operating in the sector and understand their key strengths in various markets

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