

# Home Care in Argentina

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## Abstracts

The business environment of the home care industry in Argentina was characterised by uncertainty in 2023. During the year, significant macroeconomic and political factors shaped people's consumption choices.

Euromonitor International's Home Care in Argentina market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

**Product coverage:** Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### HOME CARE IN ARGENTINA

#### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### LAUNDRY CARE IN ARGENTINA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spot and stain removers the best performers

Concentrated fabric softeners stand as a serious contender to standard versions

Unilever de Argentina manages to lead a multi-brand category

#### PROSPECTS AND OPPORTUNITIES

Standard liquid detergents' expansion to stem from migration from other detergents

In-wash removers will grow to the detriment of pre-wash alternatives

Unilever brands' reorganisation to focus on Granby and liquids to dilute

#### CATEGORY INDICATORS

Table 53 Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 54 Sales of Laundry Care by Category: Value 2018-2023

Table 55 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 56 Sales of Laundry Aids by Category: Value 2018-2023

Table 57 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 58 Sales of Laundry Detergents by Category: Value 2018-2023

Table 59 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 60 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 61 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 62 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 63 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 64 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 65 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 66 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 67 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN ARGENTINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Market value of hand dishwashing climbs despite declining volumes

Innovation in automatic dishwashing tablets boosts category

Premium brands lead the hand dishwashing category

### PROSPECTS AND OPPORTUNITIES

More brands will focus on concentrated hand dishwashing detergents

Environmental care claim will attract consumers to automatic dishwashing

Average price, low competition and lack of awareness limit automatic dishwashing expansion

### CATEGORY INDICATORS

Table 68 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 69 Sales of Dishwashing by Category: Value 2018-2023

Table 70 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 71 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 72 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 73 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 74 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN ARGENTINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home care disinfectants slows its fall but still declines

Despite the less frequent use of surfaces, surface care volume sales remain positive

Four multinational groups lead the different categories

### PROSPECTS AND OPPORTUNITIES

Standing pouches will continue to replace triggers

Kitchen cleaners hard to replace claim will drive its moderate growth

Multi-purpose cleaners is the most stable category

#### CATEGORY DATA

Table 11 Sales of Surface Care by Category: Value 2018-2023

Table 12 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 13 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 14 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Surface Care: % Value 2019-2023

Table 16 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 17 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 18 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 19 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 20 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### BLEACH IN ARGENTINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Waning fear impacts sales of bleach

Gel bleach loses momentum

Clorox maintains strong leadership

##### PROSPECTS AND OPPORTUNITIES

Bleach will be attractive to price sensitive consumers

More innovations will be needed to achieve stronger expansion

Low entry barriers for new brands

#### CATEGORY DATA

Table 21 Sales of Bleach: Value 2018-2023

Table 22 Sales of Bleach: % Value Growth 2018-2023

Table 23 NBO Company Shares of Bleach: % Value 2019-2023

Table 24 LBN Brand Shares of Bleach: % Value 2020-2023

Table 25 Forecast Sales of Bleach: Value 2023-2028

Table 26 Forecast Sales of Bleach: % Value Growth 2023-2028

#### TOILET CARE IN ARGENTINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Volume sales stagnate

Rim blocks still the largest category despite posting the sharpest fall  
SC Johnson still unrivalled despite migration amongst its own brands

#### PROSPECTS AND OPPORTUNITIES

Toilet liquids/foam presents the most promising outlook  
In-cistern devices is still underdeveloped and has room to grow  
Rim blocks set to remain the biggest category

#### CATEGORY DATA

Table 27 Sales of Toilet Care by Category: Value 2018-2023  
Table 28 Sales of Toilet Care by Category: % Value Growth 2018-2023  
Table 29 NBO Company Shares of Toilet Care: % Value 2019-2023  
Table 30 LBN Brand Shares of Toilet Care: % Value 2020-2023  
Table 31 Forecast Sales of Toilet Care by Category: Value 2023-2028  
Table 32 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

#### POLISHES IN ARGENTINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Back to normal fuels already declining trend  
Despite the ongoing back to the office trend, demand for shoe polish declines  
Lack of interest in the category creates a low competition market

#### PROSPECTS AND OPPORTUNITIES

Polishes offers little potential for development  
Although negative, furniture polish will perform slightly better than the average  
Shoe polish brands will need to innovate

#### CATEGORY DATA

Table 33 Sales of Polishes by Category: Value 2018-2023  
Table 34 Sales of Polishes by Category: % Value Growth 2018-2023  
Table 35 NBO Company Shares of Polishes: % Value 2019-2023  
Table 36 LBN Brand Shares of Polishes: % Value 2020-2023  
Table 37 Forecast Sales of Polishes by Category: Value 2023-2028  
Table 38 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### AIR CARE IN ARGENTINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Aerosol disinfectants the biggest laggard  
Less time spent at home counts against spray/aerosol fresheners  
SC Johnson controls all air care categories

#### PROSPECTS AND OPPORTUNITIES

Stylish devices and single-person households will help to improve sales  
New mobility practices will drive car air fresheners' negative performance

Air care entry barriers prove to be low

#### CATEGORY DATA

Table 39 Sales of Air Care by Category: Value 2018-2023

Table 40 Sales of Air Care by Category: % Value Growth 2018-2023

Table 41 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 42 NBO Company Shares of Air Care: % Value 2019-2023

Table 43 LBN Brand Shares of Air Care: % Value 2020-2023

Table 44 Forecast Sales of Air Care by Category: Value 2023-2028

Table 45 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

#### HOME INSECTICIDES IN ARGENTINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Historic drought negatively impacts category

Spray/aerosol insecticides remains the largest category in home insecticides

SC Johnson is the unrivalled leader in home insecticides

##### PROSPECTS AND OPPORTUNITIES

The prevalence of mosquito-related diseases expected to drive category growth

Argentina's aerosols production capacity will reduce inflation's effect

Low-priced brands and private labels may benefit from the ongoing economic recession

#### CATEGORY DATA

Table 46 Sales of Home Insecticides by Category: Value 2018-2023

Table 47 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 48 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 49 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 50 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 51 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 52 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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