

Home Care in Chile

<https://marketpublishers.com/r/H6F515D021BEN.html>

Date: February 2024

Pages: 56

Price: US\$ 2,650.00 (Single User License)

ID: H6F515D021BEN

Abstracts

In contrast to earlier in the review period, when the Chilean economy was an oasis within Latin America and witnessed a constant rise in GDP, minimal inflation rates, and robust employment levels, 2022 and 2023 were characterised by economic uncertainty. In 2023, the GDP registered a contraction, while unemployment experienced the highest rates since 2009 (excluding 2020 affected by the pandemic), and inflation rates - although lower compared to 2022 - remained at high levels, resulting in a fur...

Euromonitor International's Home Care in Chile 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 Chile
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN CHILE
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 CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers use smaller amount of product per wash in attempt to save money
Unpackaged laundry care is gaining popularity as consumers' environmental

consciousness continues to grow

Unilever dominates but local brands play a vital role in the traditional channel

PROSPECTS AND OPPORTUNITIES

Players will continue to invest in the circular economy

Powder detergents will be increasingly replaced by modern liquid formats

New laundry care options are expected in the short term

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

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

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

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand declines as consumers reduce frequency of purchase due to pressure on disposable incomes

Multinationals lead hand dishwashing but local brands play a key role in traditional channel

Low penetration of automatic dishwashing in modern grocery retailers

PROSPECTS AND OPPORTUNITIES

Uncertain economy will delay purchase of dishwashers with a negative impact on automatic dishwashing

Pure play e-commerce will continue to gain ground with low prices and promotions

Players will continue to invest in the circular economy

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and the return to normal routines have a negative impact on demand

All purpose cleaning wipes have lost their charm

Private label gains ground, driven by new products and marketing campaigns

PROSPECTS AND OPPORTUNITIES

Adverse economic conditions will negatively impact demand for surface care in 2024

Local players have potential to gain ground in category

Affordability and convenience will become key attributes for surface care

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach volumes decline as use normalises after high demand during pandemic
Complex economic situation mitigates the decline in bleach sales
Private label gains ground, driven by more competitive prices compared to leading brands

PROSPECTS AND OPPORTUNITIES

Modernisation of bleach will boost demand
Unit price increase to be driven by penetration of products offering specific value
Adverse economic conditions are expected to favour the use of bleach in 2024

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023
Table 45 Sales of Bleach: % Value Growth 2018-2023
Table 46 NBO Company Shares of Bleach: % Value 2019-2023
Table 47 LBN Brand Shares of Bleach: % Value 2020-2023
Table 48 Forecast Sales of Bleach: Value 2023-2028
Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers choose more affordable alternatives due to economic instability
Players aim to improve their profitability
SC Johnson & Son retains dominance of competitive landscape

PROSPECTS AND OPPORTUNITIES

Better economic conditions will favour penetration of toilet care among Chilean households
Rim blocks will continue to drive value sales of toilet care in Chile
Penetration of private label is expected to remain low

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023
Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023
Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023
Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023
Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028
Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polishes continues to be replaced by other home care products

Modern floors and furniture reduce the need for polishes

Lack of innovation negatively impacts demand for polishes

PROSPECTS AND OPPORTUNITIES

Metal polish will remain relevant to a specific group of consumers

Casual footwear and hybrid working to mitigate demand for shoe polish

Retailers show limited interest in developing new private label options

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

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

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant rise in unit prices impacts volume sales in 2023

Hybrid working plays a positive role in air care demand

SC Johnson & Son maintains its dominant position

PROSPECTS AND OPPORTUNITIES

Spray/aerosol air fresheners to continue driving demand for air care

National players are expected to gain ground, driven by affordable options

Pure play e-commerce will continue to boost online sales

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN CHILE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home insecticides records highest increase in unit price within overall home care

SC Johnson & Son dominates but is losing share to smaller players

National player Empresas Demaria gains ground with its brand Killer

PROSPECTS AND OPPORTUNITIES

Strong challenges are anticipated for home insecticides

Spray/aerosol format is expected to remain the most popular option

Players to increasingly focus on eco-friendly home insecticides

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

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

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in Chile

Product link: <https://marketpublishers.com/r/H6F515D021BEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H6F515D021BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970