

Home Care in Dominican Republic

<https://marketpublishers.com/r/HEB325E7EF1EN.html>

Date: February 2024

Pages: 53

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

ID: HEB325E7EF1EN

Abstracts

In 2023, inflationary pressures in the Dominican Republic weakened, with the country seeing greater price stability compared to the previous year. With consumer confidence improving slightly, retail volume sales bounced back to post a moderate increase in 2023. Home care continues to experience high retail prices in 2023, especially for products that are dependent on imports to meet domestic demand, such as air fresheners, home insecticides and toilet care. High costs of living have led Dominica...

Euromonitor International's Home Care in Dominican Republic 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 Dominican Republic
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN DOMINICAN REPUBLIC
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 DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation continues to impact purchasing behaviour
Unilever Dominicana comes under growing pressure from cheaper alternatives

Local brand Brillante seeks to connect with women via empowering messages

PROSPECTS AND OPPORTUNITIES

Consumers migrate towards liquid detergent format

Micro-segmentation to gain momentum in laundry care

Cuaba bar soap to remain a tried and tested favourite

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

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 22 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 23 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift back to eating out culture dampens dishwashing sales

Antibacterial claims are less attractive in dishwashing

Local brand Bolazul maintains strong lead in dishwashing

PROSPECTS AND OPPORTUNITIES

Consumer interest to rise for specialist dishwashing products

Automatic dishwashing to gradually emerge

Skincare claims to expand in hand dishwashing products

CATEGORY INDICATORS

Table 24 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 25 Sales of Dishwashing by Category: Value 2018-2023

Table 26 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 28 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 29 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 30 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home care disinfectants are losing appeal

Long-lasting aromas and innovative fragrances stimulate growth

Multi-purpose cleaners offer cost-savings amid high inflation

PROSPECTS AND OPPORTUNITIES

Home cleaning to remain top of mind for Dominicans in the post-pandemic period

Products for cleaning specific surfaces expected to expand

Environmentally-friendly products to gain traction

CATEGORY DATA

Table 31 Sales of Surface Care by Category: Value 2018-2023

Table 32 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Surface Care: % Value 2019-2023

Table 34 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 35 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 36 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN DOMINICAN REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach performs well due to multi-purpose benefits

Private label bolsters position in bleach

Leading brands seek to differentiate by highlighting concentration levels

PROSPECTS AND OPPORTUNITIES

Effectiveness and affordability will sustain demand for bleach

Bleach to see expansion of new fragrances and aromas

Variety of bleaches for specific usage occasions

CATEGORY DATA

Table 37 Sales of Bleach: Value 2018-2023

Table 38 Sales of Bleach: % Value Growth 2018-2023

Table 39 NBO Company Shares of Bleach: % Value 2019-2023

Table 40 LBN Brand Shares of Bleach: % Value 2020-2023

Table 41 Forecast Sales of Bleach: Value 2023-2028

Table 42 Forecast Sales of Bleach: % Value Growth 2023-2028**TOILET CARE IN DOMINICAN REPUBLIC****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Toilet care posts moderate growth

Lower price formats gain relevance amid high inflation

Multi-functionality of competing products impacts sales performance

PROSPECTS AND OPPORTUNITIES

Toilet liquid/foam care products to innovate with new compounds

Consumers seek a balance between disinfectant properties and pleasant aromas

Local brands have an opportunity to gain traction

CATEGORY DATA

Table 43 Sales of Toilet Care by Category: Value 2018-2023

Table 44 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 46 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 47 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 48 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN DOMINICAN REPUBLIC**KEY DATA FINDINGS****2023 DEVELOPMENTS**

Floor polish faces a challenging scenario

Furniture polish proves to be more resilient

Brand B?falo reaffirms its leadership with portfolio expansion

PROSPECTS AND OPPORTUNITIES

Further segmentation is expected in polishes

Furniture polishes to go beyond just the shine

Changing footwear trends among younger generations signals shift in product development

CATEGORY DATA

Table 49 Sales of Polishes by Category: Value 2018-2023

Table 50 Sales of Polishes by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Polishes: % Value 2019-2023

Table 52 LBN Brand Shares of Polishes: % Value 2020-2023

Table 53 Forecast Sales of Polishes by Category: Value 2023-2028

Table 54 Forecast Sales of Polishes by Category: % Value Growth 2023-2028**AIR CARE IN DOMINICAN REPUBLIC****KEY DATA FINDINGS****2023 DEVELOPMENTS**

Consumers move away from spray air fresheners

Global brands have a strong presence in air care

Emerging brands show more dynamism in car air fresheners

PROSPECTS AND OPPORTUNITIES

Players to drive sales with seasonal products

Niche products offer growth opportunities

Electric air fresheners are an aspirational product

CATEGORY DATA

Table 55 Sales of Air Care by Category: Value 2018-2023

Table 56 Sales of Air Care by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Air Care: % Value 2019-2023

Table 58 LBN Brand Shares of Air Care: % Value 2020-2023

Table 59 Forecast Sales of Air Care by Category: Value 2023-2028

Table 60 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN DOMINICAN REPUBLIC**KEY DATA FINDINGS****2023 DEVELOPMENTS**

Consumers migrate towards lower-priced home insecticide brands

Dominican Republic shows a recurrence of dengue epidemic outbreaks

Insecticides are increasingly turning towards compounds with less toxic characteristics

PROSPECTS AND OPPORTUNITIES

Natural geographical conditions favour the stability of home insecticides

Opportunities for smaller businesses

Pleasant aromas to become more common in home insecticides

CATEGORY DATA

Table 61 Sales of Home Insecticides by Category: Value 2018-2023

Table 62 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 63 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 64 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 65 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 66 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in Dominican Republic

Product link: <https://marketpublishers.com/r/HEB325E7EF1EN.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/HEB325E7EF1EN.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