

Home Care in Venezuela

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Abstracts

In 2017, home care registered a greater decline in retail volume terms than the CAGR of the review period. Demand decreased, as economic recession, inflation and food shortages prevented consumers from increasing spending on home care by dedicating their incomes to more pressing purchases such as food and basic services. On the other hand, the market remained adversely affected by a limited product offering. The price regulation implemented by the government in 2012 in several categories made it...

Euromonitor International's Home Care in Venezuela 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 2022 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

Executive Summary

Crisis Continues To Affect Home Care

Lack of Packaging Materials and Government Regulations Force Companies To Launch Smaller Pack Sizes

Artisanal Products Continue To Increase

Companies Likely To Remain Focused on Manufacturing Non-regulated Home Care Products

Home Care Expected To Continue To Shrink

Market Indicators

Table 1 Households 2012-2017

Market Data

Table 2 Sales of Home Care by Category: Value 2012-2017

Table 3 Sales of Home Care by Category: % Value Growth 2012-2017

Table 4 NBO Company Shares of Home Care: % Value 2013-2017

Table 5 LBN Brand Shares of Home Care: % Value 2014-2017

Table 6 Penetration of Private Label in Home Care by Category: % Value 2012-2017

Table 7 Distribution of Home Care by Format: % Value 2012-2017

Table 8 Distribution of Home Care by Format and Category: % Value 2017

Table 9 Forecast Sales of Home Care by Category: Value 2017-2022

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

Headlines

Prospects

Availability of Air Care Products Remains Limited in 2017

Two Fragrances Dominate

Car Air Fresheners and Electric Air Fresheners Outperform in 2017

Competitive Landscape

SC Johnson & Son De Venezuela Ca Dominates Air Care

International Brands Lead Air Care

No Key Launches Or Packaging Innovations

Category Data

Table 11 Sales of Air Care by Category: Value 2012-2017

Table 12 Sales of Air Care by Category: % Value Growth 2012-2017

Table 13 NBO Company Shares of Air Care: % Value 2013-2017

Table 14 LBN Brand Shares of Air Care: % Value 2014-2017

Table 15 Forecast Sales of Air Care by Category: Value 2017-2022

Table 16 Forecast Sales of Air Care by Category: % Value Growth 2017-2022

Headlines

Prospects

Performance of Bleach Negatively Affected by Diminished Product Offering

Bleach Is A Versatile Home Care Product for Consumers

Crisis Forced Manufacturers To Reduce Variety of Packaging

Competitive Landscape

Serviquim Ca Leads

Nevox Brand Remains Available Despite Exit of Clorox

Local Producers Expected To Grow

Category Data

Table 17 Sales of Bleach: Value 2012-2017

Table 18 Sales of Bleach: % Value Growth 2012-2017

Table 19 NBO Company Shares of Bleach: % Value 2013-2017

Table 20 LBN Brand Shares of Bleach: % Value 2014-2017

Table 21 Forecast Sales of Bleach: Value 2017-2022

Table 22 Forecast Sales of Bleach: % Value Growth 2017-2022

Headlines

Prospects

Companies Changed Ingredients and Pack Sizes To Avoid Regulations

Automatic Dishwashing Underperforms in Review Period

Lemon the Most Popular Fragrance of Hand Dishwashing

Competitive Landscape

Colgate-Palmolive Leads Dishwashing

International Brands Lead the Category

Consumers Change Purchasing Factors Over Review Period

Category Indicators

Table 23 Household Possession of Dishwashers 2012-2017

Category Data

Table 24 Sales of Dishwashing by Category: Value 2012-2017

Table 25 Sales of Dishwashing by Category: % Value Growth 2012-2017

Table 26 NBO Company Shares of Dishwashing: % Value 2013-2017

Table 27 LBN Brand Shares of Dishwashing: % Value 2014-2017

Table 28 Forecast Sales of Dishwashing by Category: Value 2017-2022

Table 29 Forecast Sales of Dishwashing by Category: % Value Growth 2017-2022

Headlines

Prospects

Demand for Insecticides Grows But Product Offer Remains Limited

Spray/aerosol the Most Popular Format

Mosquitoes and Cockroaches the Most Common Insect Pests

Competitive Landscape

SC Johnson & Son De Venezuela Ca Dominates Home Insecticides

Domestic Companies Maintain A Significant Presence

No Key Launches Or Packaging Innovations

Category Data

Table 30 Sales of Home Insecticides by Category: Value 2012-2017

Table 31 Sales of Home Insecticides by Category: % Value Growth 2012-2017

Table 32 NBO Company Shares of Home Insecticides: % Value 2013-2017

Table 33 LBN Brand Shares of Home Insecticides: % Value 2014-2017

Table 34 Forecast Sales of Home Insecticides by Category: Value 2017-2022

Table 35 Forecast Sales of Home Insecticides by Category: % Value Growth
2017-2022

Headlines

Prospects

Government Regulations Force Companies To Get Creative

Operating Difficulties Negatively Affect Sales

Changing Consumer Habits

Competitive Landscape

Procter & Gamble De Venezuela Ca Regains the Lead

International Brands and Manufacturers Account for Half of Retail Value Sales

Local Competitor Fácil Química Strengthens Its Presence in Laundry Care

Category Indicators

Table 36 Household Possession of Washing Machines 2012-2017

Category Data

Table 37 Sales of Laundry Care by Category: Value 2012-2017

Table 38 Sales of Laundry Care by Category: % Value Growth 2012-2017

Table 39 Sales of Laundry Aids by Category: Value 2012-2017

Table 40 Sales of Laundry Aids by Category: % Value Growth 2012-2017

Table 41 Sales of Laundry Detergents by Category: Value 2012-2017

Table 42 Sales of Laundry Detergents by Category: % Value Growth 2012-2017

Table 43 NBO Company Shares of Laundry Care: % Value 2013-2017

Table 44 LBN Brand Shares of Laundry Care: % Value 2014-2017

Table 45 NBO Company Shares of Laundry Aids: % Value 2013-2017

Table 46 LBN Brand Shares of Laundry Aids: % Value 2014-2017

Table 47 NBO Company Shares of Laundry Detergents: % Value 2013-2017

Table 48 LBN Brand Shares of Laundry Detergents: % Value 2014-2017

Table 49 Forecast Sales of Laundry Care by Category: Value 2017-2022

Table 50 Forecast Sales of Laundry Care by Category: % Value Growth 2017-2022

Headlines

Prospects

Shortages of Raw Materials Discourage Manufacturers From Maintaining Steady Production Levels

Footwear Trends Impact Sales of Shoe Polish

Furniture Polish and Metal Polish Outperform Overall Category

Competitive Landscape

Reckitt Benckiser Dominates

No Key Launches Or Packaging Innovations Expected

Category Data

Table 51 Sales of Polishes by Category: Value 2012-2017

Table 52 Sales of Polishes by Category: % Value Growth 2012-2017

Table 53 NBO Company Shares of Polishes: % Value 2013-2017

Table 54 LBN Brand Shares of Polishes: % Value 2014-2017

Table 55 Forecast Sales of Polishes by Category: Value 2017-2022

Table 56 Forecast Sales of Polishes by Category: % Value Growth 2017-2022

Headlines

Prospects

Prices of Home Care Disinfectants Skyrocket in 2017

Liquid Remains the Most Popular Format

Multi-purpose Cleaners the Largest Category

Competitive Landscape

Colgate-Palmolive Leads by Some Distance

Price the Most Important Factor in Competition

No Key Launches Or Innovations Expected

Category Data

Table 57 Sales of Surface Care by Category: Value 2012-2017

Table 58 Sales of Surface Care by Category: % Value Growth 2012-2017

Table 59 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2012-2017

Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2012-2017

Table 61 NBO Company Shares of Surface Care: % Value 2013-2017

Table 62 LBN Brand Shares of Surface Care: % Value 2014-2017

Table 63 Forecast Sales of Surface Care by Category: Value 2017-2022

Table 64 Forecast Sales of Surface Care by Category: % Value Growth 2017-2022

Headlines

Prospects

the Offering of Toilet Care Products Remains Limited

Toilet Care Fight Against Cheaper Categories

Toilet Liquids/foam Lead Category

Competitive Landscape

SC Johnson & Son De Venezuela Dominates Toilet Care

Better Home Products Ca Leads Toilet Liquids

Lack of Activity in 2017

Category Data

Table 65 Sales of Toilet Care by Category: Value 2012-2017

Table 66 Sales of Toilet Care by Category: % Value Growth 2012-2017

Table 67 NBO Company Shares of Toilet Care: % Value 2013-2017

Table 68 LBN Brand Shares of Toilet Care: % Value 2014-2017

Table 69 Forecast Sales of Toilet Care by Category: Value 2017-2022

Table 70 Forecast Sales of Toilet Care by Category: % Value Growth 2017-2022

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