

Laundry Care in Brazil

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Abstracts

COVID-19 has had an overall positive impact for consumer expenditure on laundry care products. If on the one hand home seclusion kept consumers from using more clothes, every outing resulted in a wash when coming back home. As a result, hygiene recommendations were extended to laundry and increased the washing frequency. Also, as there were fewer items per wash, the amount of laundry care products used was lower than that of a full washing machine. However, due to concerns about COVID-19 and lac...

Euromonitor International's Laundry Care in Brazil 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 2025 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

Get a detailed picture of the Laundry 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

KEY DATA FINDINGS

2020 IMPACT

Higher washing frequency and overdosing

Local currency devaluation raises costs for manufacturers

Sanitisation claims increase in Brazilian market

RECOVERY AND OPPORTUNITIES

Sustainability remains an important theme during COVID-19

Increasing options for garment protection

Skin care concerns help drive new launches

CATEGORY DATA

Table 1 Sales of Laundry Care by Category: Value 2015-2020

Table 2 Sales of Laundry Care by Category: % Value Growth 2015-2020

Table 3 Sales of Laundry Aids by Category: Value 2015-2020

Table 4 Sales of Laundry Aids by Category: % Value Growth 2015-2020

Table 5 Sales of Laundry Detergents by Category: Value 2015-2020

Table 6 Sales of Laundry Detergents by Category: % Value Growth 2015-2020

Table 7 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2015-2020

Table 8 NBO Company Shares of Laundry Care: % Value 2016-2020

Table 9 LBN Brand Shares of Laundry Care: % Value 2017-2020

Table 10 NBO Company Shares of Laundry Aids: % Value 2016-2020

Table 11 LBN Brand Shares of Laundry Aids: % Value 2017-2020

Table 12 NBO Company Shares of Laundry Detergents: % Value 2016-2020

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2017-2020

Table 14 Forecast Sales of Laundry Care by Category: Value 2020-2025

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

Higher hygiene standards and cleaning frequency due to COVID-19 push home care

COVID-19 country impact

Home care competitive environment becomes more concentrated

Retail decentralisation is pushed by convenience and affordability

Future developments will align sanitisation power and sustainability

MARKET INDICATORS

Table 16 Households 2015-2020

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2015-2020

Table 18 Sales of Home Care by Category: % Value Growth 2015-2020

Table 19 NBO Company Shares of Home Care: % Value 2016-2020

Table 20 LBN Brand Shares of Home Care: % Value 2017-2020

Table 21 Penetration of Private Label in Home Care by Category: % Value 2015-2020

Table 22 Distribution of Home Care by Format: % Value 2015-2020

Table 23 Distribution of Home Care by Format and Category: % Value 2020

Table 24 Forecast Sales of Home Care by Category: Value 2020-2025

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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