

# Laundry Care in Venezuela

<https://marketpublishers.com/r/L6D71DBEDF1EN.html>

Date: February 2018

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: L6D71DBEDF1EN

## Abstracts

Since the implementation of the Law of Fair Costs and Prices on this category in 2012, the government has not authorised price increases in line with inflation. As such, prices lagged behind inflation for several years. In response, manufacturers changed product reformulations to avoid the regulation and thus were able to adjust prices in 2017.

Euromonitor International's Laundry 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:** 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

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 1 Household Possession of Washing Machines 2012-2017

Category Data

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

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

Table 4 Sales of Laundry Aids by Category: Value 2012-2017

Table 5 Sales of Laundry Aids by Category: % Value Growth 2012-2017

Table 6 Sales of Laundry Detergents by Category: Value 2012-2017

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2012-2017

Table 8 NBO Company Shares of Laundry Care: % Value 2013-2017

Table 9 LBN Brand Shares of Laundry Care: % Value 2014-2017

Table 10 NBO Company Shares of Laundry Aids: % Value 2013-2017

Table 11 LBN Brand Shares of Laundry Aids: % Value 2014-2017

Table 12 NBO Company Shares of Laundry Detergents: % Value 2013-2017

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2014-2017

Table 14 Forecast Sales of Laundry Care by Category: Value 2017-2022

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2017-2022

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 16 Households 2012-2017

Market Data

Table 17 Sales of Home Care by Category: Value 2012-2017

Table 18 Sales of Home Care by Category: % Value Growth 2012-2017

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

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

Table 21 Penetration of Private Label in Home Care by Category: % Value 2012-2017

Table 22 Distribution of Home Care by Format: % Value 2012-2017

Table 23 Distribution of Home Care by Format and Category: % Value 2017

Table 24 Forecast Sales of Home Care by Category: Value 2017-2022

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2017-2022

#### Sources

Summary 1 Research Sources

## I would like to order

Product name: Laundry Care in Venezuela

Product link: <https://marketpublishers.com/r/L6D71DBEDF1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L6D71DBEDF1EN.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