

Surface Care in Chile

<https://marketpublishers.com/r/SBEE3C0005BEN.html>

Date: February 2024

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: SBEE3C0005BEN

Abstracts

In 2023, retail volume sales of surface care experienced a significant decline for the third consecutive year, to remain below pre-pandemic levels. The drop in demand can be explained by the waning impact of the pandemic, with Chileans cleaning less frequently compared to when they spent greater time at home.

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

Get a detailed picture of the Surface 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

Surface Care in Chile
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

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 1 Sales of Surface Care by Category: Value 2018-2023

Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

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 11 Households 2018-2023

MARKET DATA

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

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

Table 14 NBO Company Shares of Home Care: % Value 2019-2023

Table 15 LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 Distribution of Home Care by Format: % Value 2018-2023

Table 18 Distribution of Home Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Surface Care in Chile

Product link: <https://marketpublishers.com/r/SBEE3C0005BEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SBEE3C0005BEN.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