

Surface Care in Brazil

<https://marketpublishers.com/r/SC44A3A2841EN.html>

Date: February 2020

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: SC44A3A2841EN

Abstracts

In surface care in Brazil, 2019 witnessed an ever-growing number of new formulation attributes, especially in multi-purpose cleaners. The extended number of novelties tapping into differentiation and specific needs supported value growth in surface care in 2019. Novelties have brought in ingredients that Brazilian consumers typically use: for example, Unilever's new Cif product line contains household cleaning alcohol, while multi-purpose cleaner Veja Power Fusion from leading player Reckitt Ben...

Euromonitor International's Surface 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 2024 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.

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