

Laundry Care in Brazil

Market Direction | 2023-01-25 | 25 pages | Euromonitor

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Report description:

Laundry care saw solid double-digit current value growth in 2022, especially driven by powder detergents, liquid detergents and liquid fabric softeners. During the year, COVID-19 transmission rates remained under control, so this did not influence the frequency of doing laundry, as consumers were less concerned about disinfecting their clothes. On the other hand, consumers definitely felt the effect of inflation on laundry care products, which was a negative driver for essential items such as po...

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 2027 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.

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