

Home Care in Uruguay

Market Direction | 2024-02-23 | 50 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Though home care registered current value growth, both constant value and volume sales fell. This was partly due to a weakening economy, due to a severe drought. However, the main factor impacting volume sales was cross-border shipping into Argentina. Although inflation has soared in Argentina, the depreciation rate against the Uruguayan peso has made home care products purchased in Argentina much cheaper for Uruguayan consumers than products purchased locally. As a result, consumers living in ...

Euromonitor International's Home Care in Uruguay 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Home Care in Uruguay
Euromonitor International
February 2024

List Of Contents And Tables

HOME CARE IN URUGUAY

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cross-border shopping dampens volume sales

Spot and stain removers register highest value and volume growth

Leading player Unilever drops some Drive brands

PROSPECTS AND OPPORTUNITIES

Slower growth over forecast period

Migration to standard liquid detergents set to continue

Little interest in sustainability

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

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

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 14 Sales of Laundry Aids by Category: Value 2018-2023
Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023
Table 16 Sales of Laundry Detergents by Category: Value 2018-2023
Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023
Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023
Table 20 □NBO Company Shares of Laundry Aids: % Value 2019-2023
Table 21 □LBN Brand Shares of Laundry Aids: % Value 2020-2023
Table 22 □NBO Company Shares of Laundry Detergents: % Value 2019-2023
Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023
Table 24 □Forecast Sales of Laundry Care by Category: Value 2023-2028
Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slight fall in volume sales

Unilever and Colgate-Palmolive lead dishwashing

Unilever leads automatic dishwashing

PROSPECTS AND OPPORTUNITIES

Value sales of hand dishwashing increase, despite volume fall

Continued volume growth for automatic dishwashing

Increased focus on sustainability

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023
Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023
Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in constant value and volume sales in 2023

Home care disinfectants register volume growth

Global brands lead

PROSPECTS AND OPPORTUNITIES

Increased shift to specialised cleaners

Multi-purpose cleaners continue to account for most value sales

Increased focus on sustainability

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023
Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023
Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Less cleaning post pandemic leads to fall in volume sales

Lower availability of bleach in gel format

Local brand Agua Jane dominates

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

Bleach faces threat from alternative products such as surface and toilet care

Need for more innovation within bleach

CATEGORY DATA

Table 41 Sales of Bleach: Value 2018-2023

Table 42 Sales of Bleach: % Value Growth 2018-2023

Table 43 NBO Company Shares of Bleach: % Value 2019-2023

Table 44 LBN Brand Shares of Bleach: % Value 2020-2023

Table 45 Forecast Sales of Bleach: Value 2023-2028

Table 46 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cross-border shopping leads to fall in volume sales

Rim blocks continue to dominate sales

SC Johnson holds on to strong lead

PROSPECTS AND OPPORTUNITIES

Toilet liquid/foams register highest volume growth

Lower levels of sediment in Uruguay's water reduces limescale formation

Continued differentiation to keep consumers engaged

CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2018-2023

Table 48 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 49 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 50 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 51 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steep volume fall in polishes in 2023

Shoe polish registers steepest volume decline

SC Johnson continues to dominate polishes

PROSPECTS AND OPPORTUNITIES

Further fall in constant value and volume sales over forecast period

Little innovation as other more flexible cleaning products gain value share

Any product launches focus on convenience

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2018-2023

Table 54 Sales of Polishes by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Polishes: % Value 2019-2023

Table 56 LBN Brand Shares of Polishes: % Value 2020-2023

Table 57 Forecast Sales of Polishes by Category: Value 2023-2028

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cross-border shopping dampens volume sales

SC Johnson continues to dominate

Aerosol/spray most popular format of air freshener

PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Changes in lifestyle impact car air fresheners

Electric air fresheners see volume decline

CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2018-2023

Table 60 Sales of Air Care by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Air Care: % Value 2019-2023

Table 62 LBN Brand Shares of Air Care: % Value 2020-2023

Table 63 Forecast Sales of Air Care by Category: Value 2023-2028

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN URUGUAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Severe drought reduces mosquito population and leads to fall in volume sales

SC Johnson continues to dominate

Spray/aerosols continues to be most popular format

PROSPECTS AND OPPORTUNITIES

Further growth projected for home insecticides

Slight shift away from aerosols/sprays

Insecticide baits register highest volume growth

CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2018-2023

Table 66 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 68 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 69 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in Uruguay

Market Direction | 2024-02-23 | 50 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com