

## Home Care in Brazil

Market Direction | 2025-02-05 | 62 pages | Euromonitor

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### Report description:

Home care in Brazil maintained growth in both retail volume and current value terms in 2024, with increases seen across most categories. However, still feeling the residual effects of inflation, which hit the country over the last few years, many Brazilian consumers were willing to trade down when it came to home care products, leading the industry to see stronger growth in retail volume terms than in current value terms in this year. The rising number of warehouse club outlets enabled consumers...

Euromonitor International's Home 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 2029 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 reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Home Care in Brazil  
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### List Of Contents And Tables

#### HOME CARE IN BRAZIL

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 1 Households 2019-2024

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN BRAZIL

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Emergent regional brands pressure traditional players

Strategic relaunch for the Ace powder detergents brand in Brazil

The challenges of liquid detergents in the Brazilian market

##### PROSPECTS AND OPPORTUNITIES

Growth for liquid detergents and softeners in the evolving laundry care category

Private label and warehouse clubs: Dynamism in grocery retail amidst changing consumer preferences

The rise of emergent brands, and consumer concerns in laundry care in Brazil

##### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

##### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 20 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 21 NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 22 LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 23 NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 25 Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Affordability is central to consumers' purchasing decisions

Increasing consumer awareness drives growth for automatic dishwashing

Private label struggles to gain share

#### PROSPECTS AND OPPORTUNITIES

Trading-up process in hand dishwashing as manufacturers aim for differentiation

Regional players will count on logistics advantages in their focus areas

Lack of standards for concentration challenges consumers' understanding

## CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024

Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Versatility is the most important driver of growth for surface care

Hectic routines leverage consumers' search for convenience

Regional brands take advantage of affordability to gain consumer preference

#### PROSPECTS AND OPPORTUNITIES

Higher awareness acquired during the pandemic will still influence consumers' decisions

Disposable wipes will still be seen as an unnecessary luxury by many

Regulatory updates to affect the consumption of traditional products

### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024

Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Surface Care: % Value 2020-2024

Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

## BLEACH IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Bleach sees competition from more versatile products

Price is the main driver in decision-making

Fiercer competitive scenario, with strong players investing in production capacity

### PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners expected to continue to compete with bleach in the coming years

Prohibition of cleaning alcohol at 70 degrees of concentration could lead to substitution with bleach

Bleach incorporated as a tool to combat dengue

### CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

## TOILET CARE IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Regional brands flourish amidst inflationary pressure

In-cistern devices in Brazil boosted by the consumer preference for foam and fragrances

Rising competition and inflationary pressure shift consumers' priorities

### PROSPECTS AND OPPORTUNITIES

Affordable hygiene will drive growth for toilet care products in Brazil

Warehouse clubs will continue to lead the shift in retail dynamics and consumer preference

The rise of regional players in toilet care products in Brazil

### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## POLISHES IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The decline of floor polishes in Brazil

Working from home limits growth for shoe polish

Challenges for private label polishes in Brazil

### PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners will contribute to decline in floor polishes

Inflation and logistics challenges fuel the rise of regional home care brands in Brazil

An opportunity for floor polish brands to innovate and educate younger generations

## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## AIR CARE IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Post-pandemic lifestyle shifts drive growth for air care

Rising popularity of odour neutralisers in Brazil

Players emphasise aromatherapy benefits in their air care products

#### PROSPECTS AND OPPORTUNITIES

Younger consumers and lifestyle shifts propel growth in air care

Addressing trust issues, and ensuring competitive strategies for private label in Brazil

Marketplaces set to drive growth in air care amidst evolving consumer shopping habits

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## HOME INSECTICIDES IN BRAZIL

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dengue outbreaks drive the consumption of home insecticides

Strong concentration amongst the leading brands imposes strong barriers to entry

Electric insecticides once again replace cheaper solutions

#### PROSPECTS AND OPPORTUNITIES

Dengue expected to remain a public health concern in Brazil, which will drive growth

Fiercer competition expected for the coming years

Family-friendly claims expected to gain more space

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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