

Home Care in Chile

Market Direction | 2025-02-05 | 58 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

In 2024, home care in Chile recorded a mixed performance, with some categories recording marginal value growth but a contraction in volume sales. This was primarily due to the prioritisation of purchases by Chilean consumers after two years of historically high double-digit inflation rates, in line with the region. Following efforts by the central bank through interest rate hikes, inflation was brought under control. In 2024, year-on-year inflation was projected to reach 4.2%, with expectations...

Euromonitor International's Home 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 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Home Care in Chile
Euromonitor International
February 2025

List Of Contents And Tables

HOME CARE IN CHILE

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fabric softeners and liquid detergents record dynamic performances in 2024

Price plays major role in driving demand for detergents

E-commerce regains growth momentum in 2024 due to online promotions

PROSPECTS AND OPPORTUNITIES

Consumers opt for performance and safety in detergents

Refill format struggles for mass adoption

The growing importance of ecological value in consumer choices

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Promotions hinder value sales but help drive up volumes of dishwashing in 2024
Citrus scents and bold colours captivate consumers of hand dishwashing
Magistral's exit signals challenges for Procter & Gamble

PROSPECTS AND OPPORTUNITIES

The challenge of attracting eco-conscious consumers
Sustained growth for automatic dishwashing, driven by convenience
Magistral's full departure set to create opportunities for competitors

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on disinfection continues to wane in Chile
Multi-purpose cleaners regains growth momentum, driven by convenience
Innovations in concentrated multi-purpose cleaners

PROSPECTS AND OPPORTUNITIES

Future of wipes: Seasonal and specific demand following pandemic
The hidden cost of price competition
Specific kitchen cleaners to maintain steady demand

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Navigating rising production costs in Chile

The decline of bleach in modern cleaning routines

Clorox Chile's commitment to social responsibility

PROSPECTS AND OPPORTUNITIES

The dangers of improper bleach use and the move towards perceived safer products

Promotions and discounts as key competitive strategies

Private label poses no significant threat to brands in bleach

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Easing of cleaning routines negatively impacts demand for toilet care

The shift to multi-purpose cleaners places pressure on category

SC Johnson & Son changes focus while maintaining leadership

PROSPECTS AND OPPORTUNITIES

Some stabilising of toilet care sales likely once economy improves

Simplifying of cleaning routines will still drive some demand for in-cistern devices

The rise of scented solutions within toilet care

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Polishes maintains declining trajectory in Chile

The long-term effects of improper use of floor polish

The stagnation of polishes amid rising costs

PROSPECTS AND OPPORTUNITIES

The shift from polishes to wipes as part of home maintenance

The niche demand for metal polish

Despite changing work trends, demand for shoe polish is set to improve

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 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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand for air care remains strong, purchasing frequency is slowing

Convenience and price favour spray/aerosol air fresheners

SC Johnson & Son retains convincing lead of air care

PROSPECTS AND OPPORTUNITIES

Growing demand for premium air care

Promotional strategies to remain a key volume sales driver

E-commerce to gain further relevance in the category

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 CHILE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spending priorities impact demand for home insecticides

The impact of seasonality on insecticide sales

SC Johnson & Son retains dominance of home insecticides

PROSPECTS AND OPPORTUNITIES

Anticipating the stabilisation of home insecticide sales

The rise of eco-friendly options in Chile

Sprays will remain the preferred choice among local consumers

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

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 Chile

Market Direction | 2025-02-05 | 58 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@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-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="2026-02-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com