

Surface Care in Brazil

Market Direction | 2025-02-05 | 20 pages | Euromonitor

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Report description:

As overall inflation rates eased, and the basic basket of goods exerted less pressure on home care products, surface care in Brazil continued to grow in both retail volume and current value terms in 2024. While home care wipes and floor cleaning systems saw the strongest value growth rate, this was from a low base, and actual value growth was driven by home care disinfectants and multi-purpose cleaners, which were already the largest surface care categories. These are both products that provide...

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 2029 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

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reliable information resources to help drive informed strategic planning.

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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

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Higher awareness acquired during the pandemic will still influence consumers' decisions
Disposable wipes will still be seen as an unnecessary luxury by many
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