

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.

Table of Contents:

Surface Care in Brazil
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List Of Contents And Tables

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 1 Sales of Surface Care by Category: Value 2019-2024
- Table 2 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 6 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 9 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 10 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

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 11 Households 2019-2024

MARKET DATA

- Table 12 Sales of Home Care by Category: Value 2019-2024
- Table 13 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Home Care: % Value 2020-2024
- Table 15 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 16 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 17 Distribution of Home Care by Format: % Value 2019-2024

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Table 18 Distribution of Home Care by Format and Category: % Value 2024

Table 19 Forecast Sales of Home Care by Category: Value 2024-2029

Table 20 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Surface Care in Brazil

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